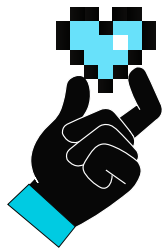


# Our Core Values

There's many reasons to choose a boutique agency, but why choose us?



## Personal Touch

Through our unique process, we get to know your business and the people behind it. You will always have a direct line to our award-winning customer support.



## Creative Expression

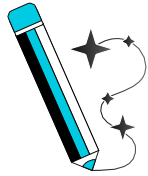
Your digital presence is as unique to you as you are. We focus on designing happiness into every pixel so you can show the world who you truly are.



## Break Through Barriers

With our nimble and mighty team, we don't have to cut through red tape to get the results you need. We spend that time focusing on creating a collaborative environment for growth.

# How We Flip the Switch



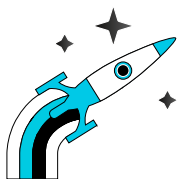
## Top-to-Bottom Evaluation

We analyze each touch point of your business to create a comprehensive user experience. Our expert strategy integrates your business operations, including sales, marketing, and customer engagement into a long lasting digital relationship.



## A Fresh Perspective

We live and breathe digital stories, allowing us to bring ideas that inspire your business for the next phase of growth. Our solutions push boundaries, while delivering reliable and creative solutions to further your goals.



## Measurable Growth

Growth is the forefront of our strategy. We drive real business outcomes based on our KPI strategy plan, including crucial metrics like conversions, site visitors, time on site, and SEO ranking.

# Who We've Partnered With

**smash virtual**  
production studios

theWit  
A HILTON HOTEL

HOTEL EMC2  
AUTOGRAPH COLLECTION®  
HOTELS

444  
*Social*  
luxury apartment living

**KOOF**  
K O O F

**AT** Accident  
Treatment  
Centers

  
**CARDINAL**  
INVESTMENT ADVISORS

  
*Village of Bannockburn*

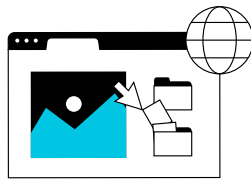
**northern**

the  
**ABBT**  
ACET

  
**MASSVA**

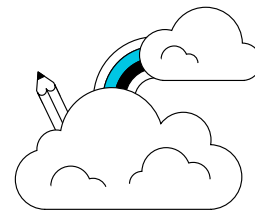
**lift** Insight & Capital  
Partners

# Capabilities & Services



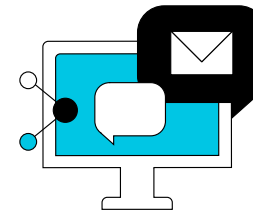
## Websites

Web Design  
Front End Development  
On-Site SEO  
Web Support & Management  
E-Commerce  
UI/UX  
Performance Testing



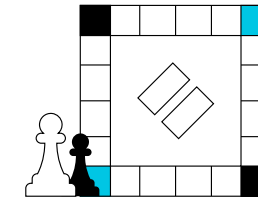
## Creative

Brand Design  
Brand Guidelines  
Web Design  
Social Media Content  
Illustration  
Motion Graphics  
Graphic Design Collateral



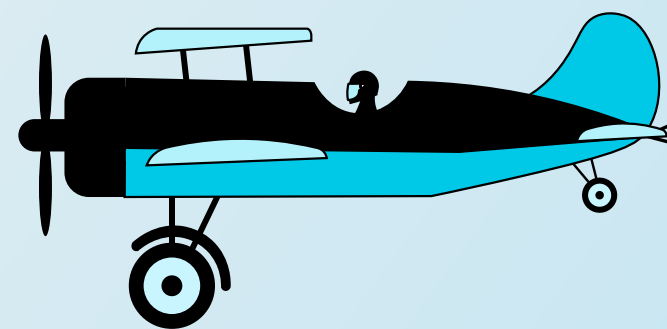
## Marketing

Paid Search  
Paid Social  
Search Engine Optimization  
Organic Social Media  
Email Marketing  
Copywriting  
Online Listing Management  
Reporting

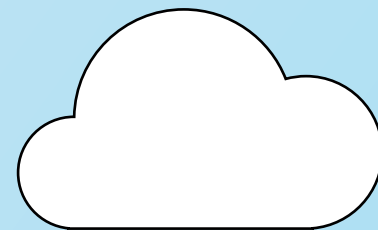
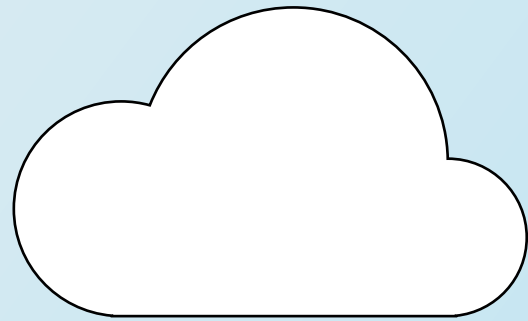


## Strategy

Digital Assessment  
KPI & Goal Setting  
Ideation & Visual Planning  
Discovery & Analysis  
Program Roadmaps  
Brand Architecture



# Case Studies



# theWit - A Hilton Hotel

Downtown Chicago hotel opens their doors to a beautiful photography-driven website redesign.

Website

Digital Ads

Strategy & Reporting

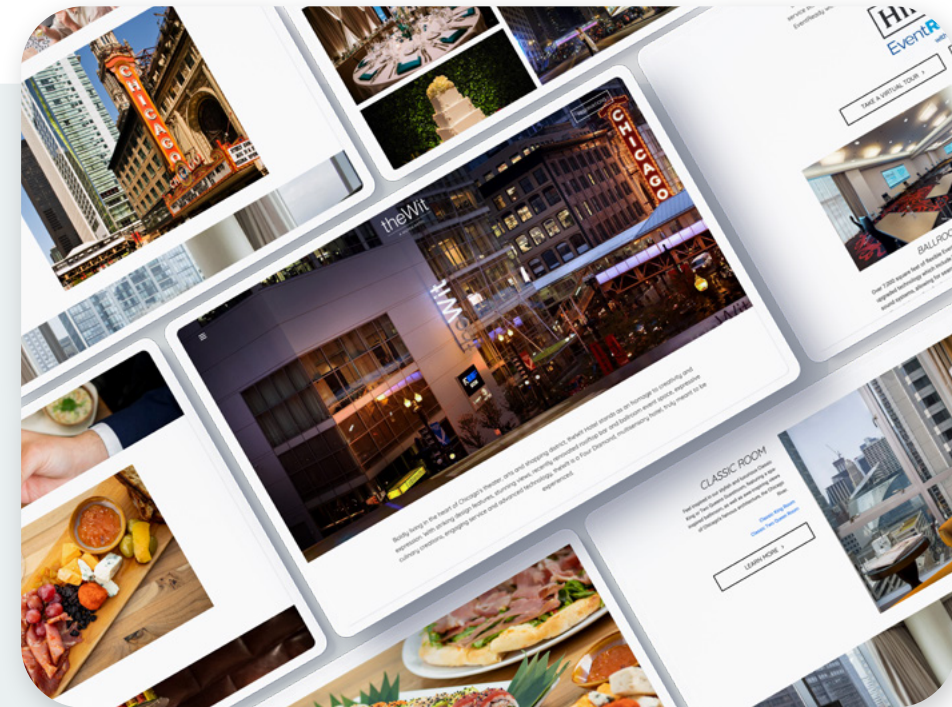
Social Media

Email Marketing

Content Creation

theWit - A Hilton Hotel is a Four Diamond, multi-sensory hotel, featuring striking design and stunning views. Located in downtown Chicago near the theater, arts and shopping district, theWit stands as an homage to creativity and expression, offering a one of a kind hotel experience. theWit came to us to elevate their website to better convey the spirit of their space and to bring their marketing up to modern standards.

[SEE IT IN ACTION](#)



# Smash Virtual

[SEE IT IN ACTION](#)

Rebrand and cinematic website for Chicago's first Virtual Production studio.

Website

Logo Design

Branding

Hosting & Maintenance

Smash Virtual is a production studio in Chicago that utilizes the power of virtual production to create highly imaginative films more effectively and efficiently. By using LED stage and screens, they specialize in making the impossible a reality. Producers and actors alike can realize new potentials with real-time 3D game-engine environments that allow complete creative freedom. In order to best showcase their innovative power, Smash Virtual reached out to 97 Switch to help captivate audiences with their virtual prowess.





# Hotel EMC2, Autograph Collection

[SEE IT IN ACTION](#)

Successful launch, awarded Marriott's Autograph Collection's Hotel Opening of the Year in 2017.

Website

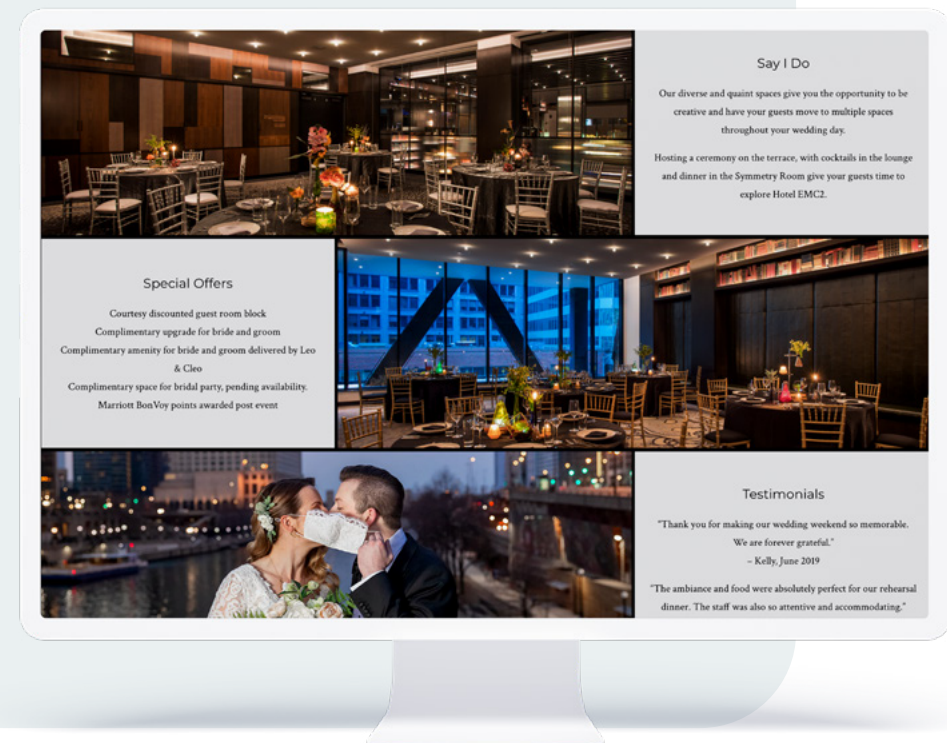
Digital Ads

Content Creation

Discovery

Social Media Management

Hotel EMC2, Autograph Collection is a boutique hotel in downtown Chicago that boasts contemporary design at the intersection of art and science. It exemplifies the Autograph Collection's campaign of being "Exactly Like Nothing Else", carefully crafted to leave a lasting imprint. This innovative hotel and their inventive restaurant, the Albert, needed a launch that was as spectacular as their design, service, and hotel capabilities. They reached out to us to help successfully serve up this ambitious launch and to partner with them beyond the launch in digital marketing efforts.



# 444 Social

[SEE IT IN ACTION](#)

From launch to 100% occupancy within a year.

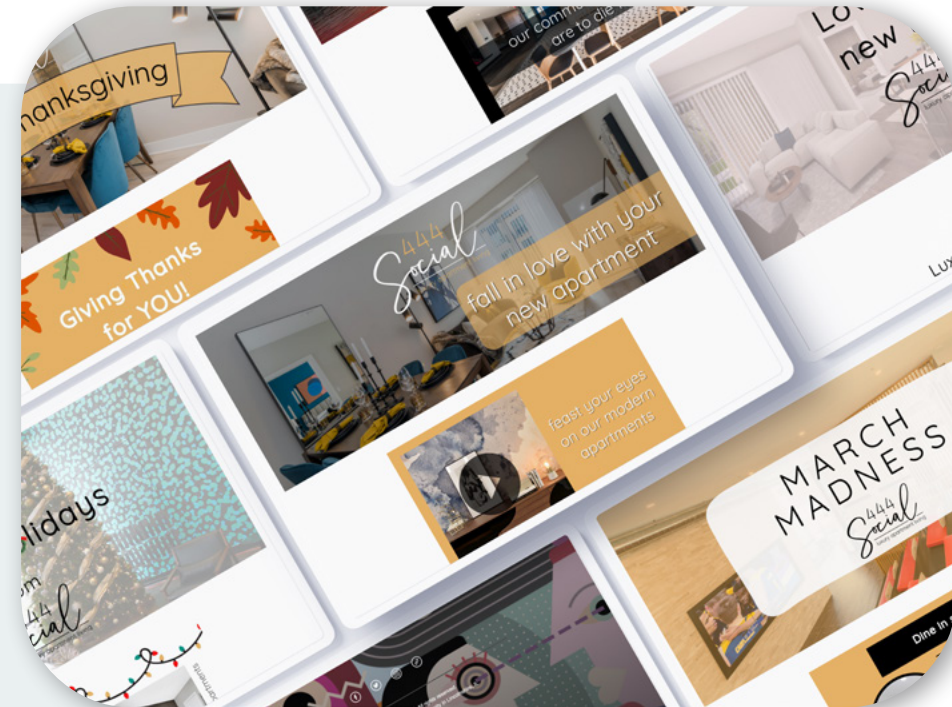
Digital Strategy

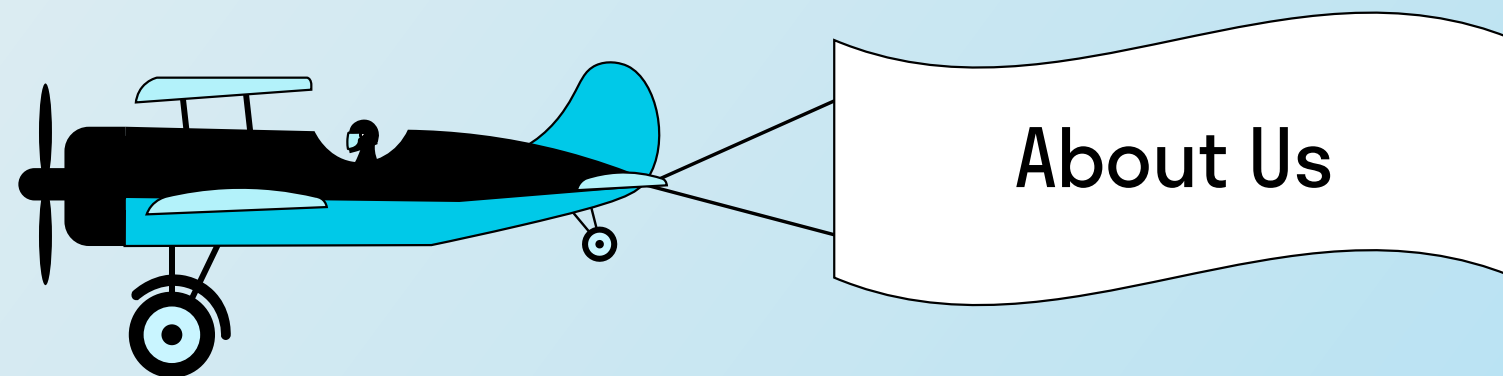
Paid Search & Social

SEO

Content & Social Media Marketing

444 Social is a luxury apartment community featuring open floor plans and sophisticated finishes. With award winning amenities and a prime location, the apartments promote a robust lifestyle for residents. This exceptional apartment community was ready for business, and came to us in order to best convey their all inclusive apartment experience upon launch.

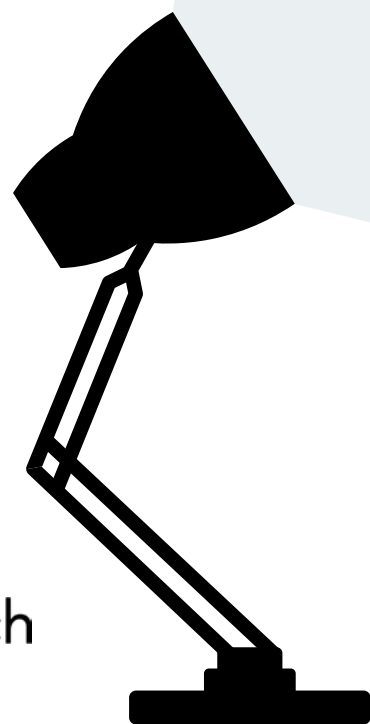




# We believe everyone needs a best friend in the business.

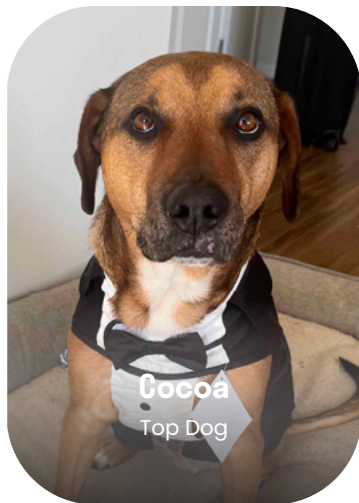
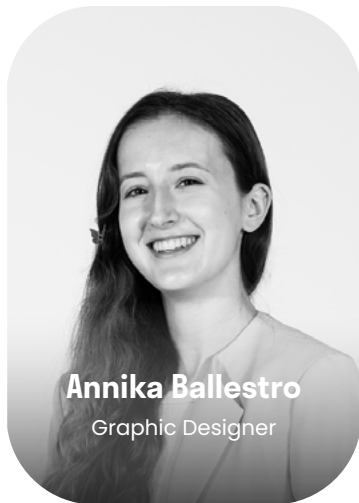
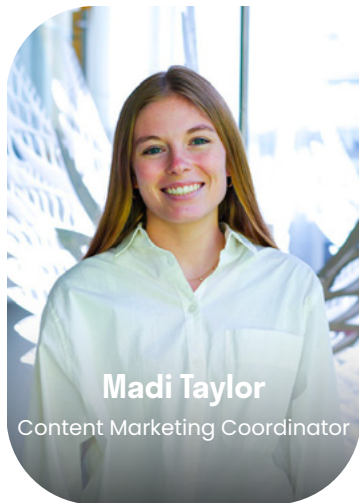
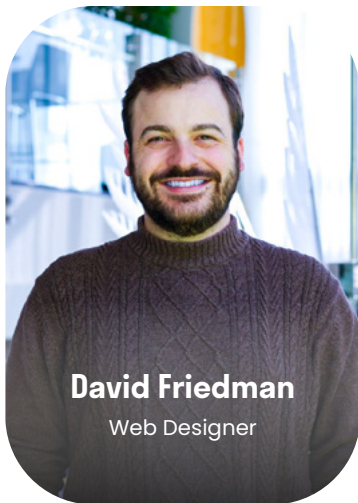
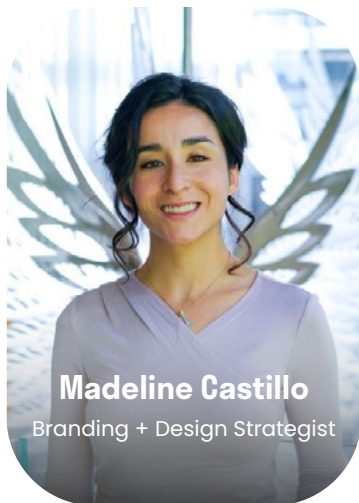
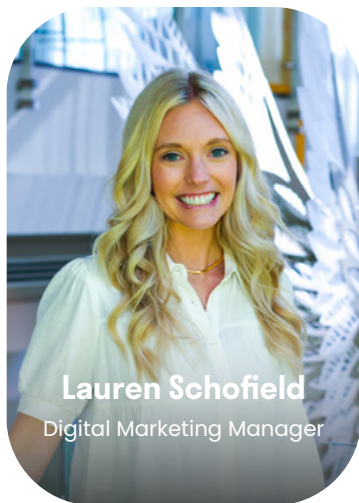
97 Switch is an award-winning Chicago and Portland digital marketing agency that specializes in marketing, web design and strategy. We take great pride in our relationships with people, and we operate with the understanding that it's all about being good to others in everything we do. We show this by delivering the best service possible to our partners. We hear what people say and take action based on what they need.

Being good to people is a foundational part of our business and we won't compromise it for anything.

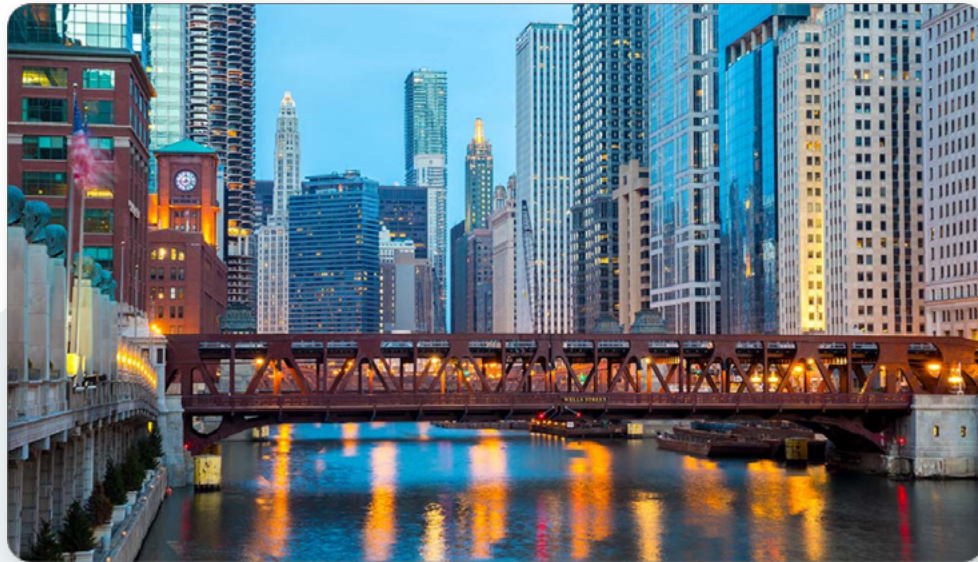




# Our Award Winning Team



# Where You Can Find Us



## Chicago

1 E Wacker Dr. #2550 Chicago, IL 60601

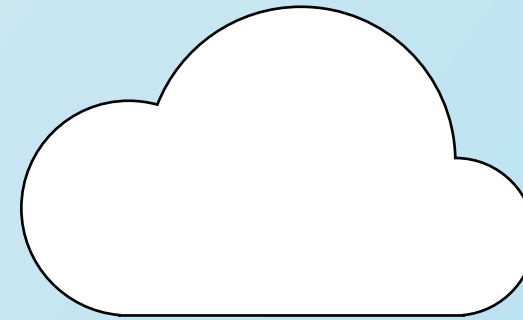
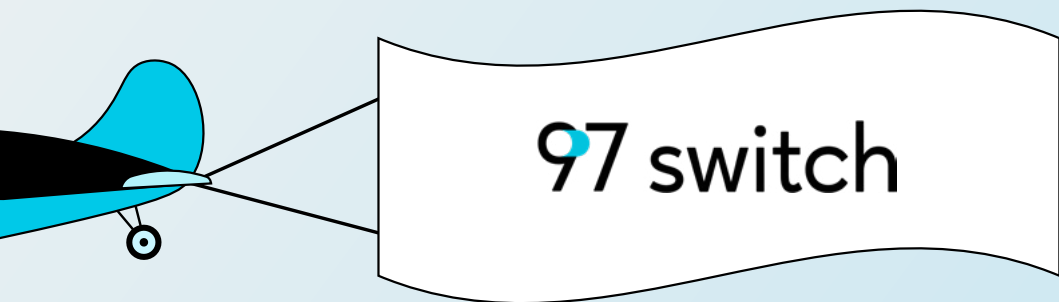
97 Switch is headquartered in Chicago which is an ideal home for us because the city has hardworking, Midwestern roots in a fully dynamic big city.



## Portland

1155 SW Morrison St. Suite #200 Portland, OR 97205

97 Switch opened in Portland because it has all the experiences of a big city, but the heart and soul of a small town – creating an intimacy to build partnerships in a large environment.



Ready to make your brand  
the talk-of-the-town?

312.212.0968

[info@97switch.com](mailto:info@97switch.com)

[97switch.com](http://97switch.com)

