

CORPORATE OVERVIEW

SEG Media Collective, LLC is a privately held, Minority Woman-Owned Small Business based in Manhattan, Kansas serving clients nationwide. As a full-service marketing agency, SEG Media Collective builds and executes effective marketing strategies that engage and build audiences, improve customer retention, and revenue. With over 15 years of technical and creative marketing expertise in both agency and corporate settings, owner Sheila Ellis-Glasper, has worked a landscape of opportunities in performance roles enhancing organizational messaging. Demonstrated experience in all aspects of successful integrated marketing communications: marketing strategy, advertising, video production, positioning, branding, identity, design, social media, web development, digital and direct marketing, writing, web development, research, analytics, reporting and public relations.

DIFFERENTIATORS

Specializing in inclusive marketing to reach diverse audiences. Diverse portfolio of marketing services targeted towards driving business with the experience and personnel to achieve results. Industry leading analysis and reporting. Proven track record, high conversion rates in a variety of industries. Our focus is on your customer's needs and challenges ensuring you have the right content where your customers need it. Demonstrated ability to apply innovative marketing and advertising strategies to increase customer acquisition, retention and revenue.

CLIENTS

Notable clients include Dollar General, Sistahbiz Global Network, David Cohen of Techstars, Job Corps, Kansas State University, Kansas Chamber, XLFeet.com and Open Minds Child Development Centers.

NAICS CODES

- 541613 - MARKETING CONSULTING SERVICES
- 541618 - Other management consulting services
- 541890 - Other services related to advertising
- 541810 - Advertising agencies
- 541860 - Direct mail advertising
- 541430 - Graphic design services

CORE COMPETENCIES

MARKETING COMMUNICATIONS

- Web / Graphics & Art Design Campaigns / Focus Groups
- Event, Product and Corporate Photography & Videography
- Video Production & Editing
- Email & Demand Generation
- Copy & Collateral Development
- Digital Marketing
- Training Materials
- Webinars / Live Video/ Podcasting

PUBLIC RELATIONS

- Media Relations / Crisis Response Press Releases / Media Kits
- Buzz Creation & Management
- Event Design, Promotion and Management / Media Training

MARKETING STRATEGY/ BRANDING

- Brand Auditing
- Conceptualization / Visual Design
- User Experience Design
- Brand Development & Positioning Message Strategy
- Marketing Research & Analysis Strategic Planning

SOCIAL MEDIA

- Instagram, Facebook, LinkedIn, Google+, LinkedIn, Snapchat, TikTok Strategy/Implementation
- Online Reputation Management
- Profile Development & Management
- Blog Writing & Posting
- Social Media Training and Consulting