

### Why we exist:

TEMPO Strategic bridges the gap between traditional agencies that don't understand digital strategy, and digital agencies that don't understand brand strategy.

Whatever the client's needs, our thinking is always focused on four things:

Client Readiness

Brand Strategy for Multiple Channels

Measurable Results

Client Empowerment

### How we work:

**The Tuning Process:** This is where we assess **client readiness-to-market**. Those needs may be technical, metric, or brand message based, but the implementation the assessment yields must always, always be rooted in client readiness.

**The Brand Beat: Brand strategy** online is unique from traditional branding in several ways; the messaging needs are multiple; the feedback immediate; the implications for business development far-reaching. We develop brand models that resonate.

**Measure Performance:** You can't improve what you don't measure. We work with clients to develop relevant Key Performance Indicators so they can track progress without drowning in data.

**Client Empowerment:** Fundamental to our methods is a belief in empowering the client to understand and manage these tools, and using open-source programs so that they maintain control of their online property.

### Who we are

Boris was previously VP, Marketing & UserExperience for Artnet.com. He's a "techie" who understands marketing.

Angela has partnered a traditional agency for over 20 years. She's a strategist who understands tech.

### What we do:

#### Branding and Strategy

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- Multi-Channel Branding
- Strategy & Execution
- Customer Intelligence

#### Digital

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- Web development  
Content Management Systems  
eCommerce/Conversion Optimization
- Search Engine Optimization/Marketing
- Content Strategy/Development
- Mobile Marketing Integration
- Web Analytics
- Online Advertisement

#### Social Media

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- Social Media Monitoring  
(covering data analysis for 100 million websites for a 12 month period)
- Community Building
- Customer Engagement
- Brand Building/Product Promotion