

MARSHALL CREATIVE UPS ANTE FOR REFERRAL-BASED BUSINESS



Chicago, Illinois, Friday, July 29, 2011 – Online Branding and Content Development firm, Marshall Creative, proudly launches www.fogelsfocus.com – a new approach to the referral-driven mortgage business.

The challenge was to create an online persona that Dan could use for networking and business development. In a heavily-regulated industry not highly regarded for its creativity, the goal was to invoke a sense of trust and leadership while conveying his very approachable nature.

They started by gathering information about his clients and his own persona and created a completely unique approach to selling his referral-based business as a factor of his personality rather than his occupation.

By featuring his photography hobby, customers get to know something personal about Dan, with whom they'll be entrusting one of the biggest transactions of their life. His photographic work also provides a gorgeous backdrop to his monthly e-blasts and weekly blog posts - another part of the strategy planned and executed by Marshall Creative. It's a cool approach to putting a little personality into an occupation that has a reputation for dryness.

The project was relatively small in scope, and so to reserve resources, the Marshall Creative team employed a combination of off-the-shelf solutions with some MC-generated customized programming. To finish the project off, MC put in place a blog and email deployment system for Dan to use to communicate directly with his clients - many of whom stay engaged with him long after they have closed on their house or condo.

The project can be viewed at www.fogelsfocus.com.

ABOUT MARSHALL CREATIVE

Marshall Creative specializes in online branding, content generation and short films. MC helps clients articulate their vision, brand values, and online needs. They design logos, entire visual identities and websites, write blogs, run social media campaigns and make short films. They use their powers to build brands and connect people through storytelling and technology.

MC is a team of writers, directors, designers, technologists and thought-provokers with years of marketing and business experience. It was founded in 2006 by Sandy Marshall, a director at The Second City and member of comedy ensemble Schadenfreude who most recently appeared alongside Vince Vaughn in Ron Howard's *The Dilemma*. They can be found at www.marshall-creative.com.

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