

B2G Marketing Services for Agencies and Contractors

StellaPop leverages the power of thoughtful connection. Digital technology and creativity are transforming choice, and choice is changing the world. Is your agency ready to step into this new brand marketing paradigm?

We are witnessing the emergence of a new brand marketing and digital communication paradigm in the government agency industry—not a “do more” marketing that turns up the volume on the marketing communication of the past. Still, a creative resource-oriented, knowledge, and experience-based messaging and positioning represent a true partnership with the audience and users.

Clear brand communication in any industry, especially for government agencies and their partners, is essential for moving forward into the future. Efficiently getting messaging, positioning, and connecting with an audience leads to quick problem resolution, increased performance, and greater end-user satisfaction.

Government agencies face the same problems and concerns as businesses when deploying universal brand, communication, and marketing solutions.



INTEGRATED STRATEGY

- Research & Positioning
- Strategy Development & Implementation
- Analytics & Reporting



CAMPAIGN MANAGEMENT

- Tactical Advisory
- Platform Integration
- Lead Generation
- Copywriting
- Email Marketing



BRANDING

Brand strategy builds on a vision, is aligned with your business strategy, emerges from a company's values and culture, and reflects an in-depth understanding of your customer's needs and perceptions. We build brands that clearly define your positioning, differentiation and competitive advantage.

- Brand Research & Development
- Brand Strategy & Positioning
- Positioning Statement
- Mission
- Value Proposition
- Tagline



SOCIAL MEDIA

- Audit & Optimize Existing Channels
- Set Up New Channels
- Content Strategy, Development & Distribution



ADVERTISING

- Social Media Advertising
- Retargeting Advertising
- Display Advertising
- Print Advertising Placements



DESIGN

You can see it, touch it, hold it, hear it and watch it move. Design fuels market recognition, amplifies differentiation and makes brand ideas accessible. Design identity takes separate elements and unifies them into a system. Our focus is creating and executing lasting design strategies for our clients, that build strong and memorable brands.

