



Agency Overview

About

The ODM Group is a strategic communications agency that develops fully integrated advertising, public relations, and digital platforms. For us, it's all about solving tough marketing problems.

We excel at creating compelling connections between our clients' brands and their target consumer groups. What differentiates us from other agencies is our breadth of experience as well as innovative marketing methodologies that combine creativity, technology, and industry savvy to produce definitive and measurable results.

Never taking client relationships for granted, we continually seek to align client expectations with business outcomes. We are dedicated to our clients' ROI, supporting a return on investment through campaigns that produce a marketing return on influence.



ODMGRP.com



Facebook.com/TheODMGroup



Twitter.com/ODM_Group



[Digital Marketing News](#)

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Strategy

Business Strategy & Planning

- business plan development
- needs assessment
- competitive analysis
- capital fundraising preparedness
- venture partners

Marketing Strategy & Planning

- marketing audits | research | surveys
- competitive analysis and positioning
- key target segment identification
- brand positioning

Communications

Creative & Concept Development

- full branding
- campaign
- full tactical executions
- online and offline integration
- graphic design | motion graphics

Public Relations & Social Media

- internal and external communication plans
- campaign development and management
- media kits | press releases
- media monitoring | relations
- email marketing
- social media content generation

Analytics & Optimization

- brand conversation analysis
- brand sentiment | influencers measurement
- trend analysis
- ROI reporting
- channel optimization
- social media monitoring

Digital

Digital Media Development

- website development
- CMS | SEO | SEM
- application development
- online game development
- interactive web tutorials
- kiosks
- motion graphics

Video Production

- radio and TV production and copywriting
- creative concept and storyboarding
- motion graphics and animation
- full pre/pro/post production
- on-site editing suite
- studio with green screen
- voice over studio