



# How can Essential Congruence help you make the day less of a balancing act?

## BRANDING

Which messaging aligns with the story of what I stand for and engages the people necessary for the success of my business?

## RETAIL STRATEGY & MARKETING PLANS

Which advertising options fit my budget and best reach my goals?

## DIGITAL NEWSLETTERS TO EXISTING CUSTOMERS

How can I foster loyalty and keep customers coming back for more?

## SOCIAL MEDIA SUPPORT

What are some options for my social media posts, and which dates this month have events or hashtags that easily tie-in with my business?

## TARGETED ONLINE ADVERTISING

How can I effectively target potential customers with flexible and affordable advertising? Also, is it time to create or update my website?

ESSENTIAL  
*Congruence* LLC

ADVERTISING & CONSULTING