

Case Study: Voco Creative

Even expert marketers need a little help sometimes!

Based in Denver and Boulder, Colorado, VOCO Creative is no run-of-the-mill marketing and branding firm. Their brand strategy, Internet marketing, Web and graphic design, search engine optimization, copywriting and sassy promotions serve as a sure cure for the common one-size-fits-all approach of a large agency.

So... Who do you think you are?

VOCO Creative exists to help clients sort out that critical question. Erin Blakemore and Juli Dimos know marketing... but the intricate maze of founding and running a new business, organizing staff and facing hard decisions about how to allocate their hard-earned dollars was a scary proposition.

Akamai Consulting has walked dozens of companies through the process of launching and growing, so it was a match made in heaven. With our guidance and support, the marketing mavens of VOCO Creative have morphed into serious entrepreneurs with a respected and profitable business and a clear plan for the future.

The result? Inspired voice and vision for their client's unique brands... Creative promotions that separate them from the pack... Value-conscious creations that make an unforgettable impression.... By defining and improving VOCO Creative's business model, Akamai Consulting enables them to build indelible brands with the perfect partnership of expertise and straightforward sophistication.

"You are our heroine... our champion... our friend!"

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