

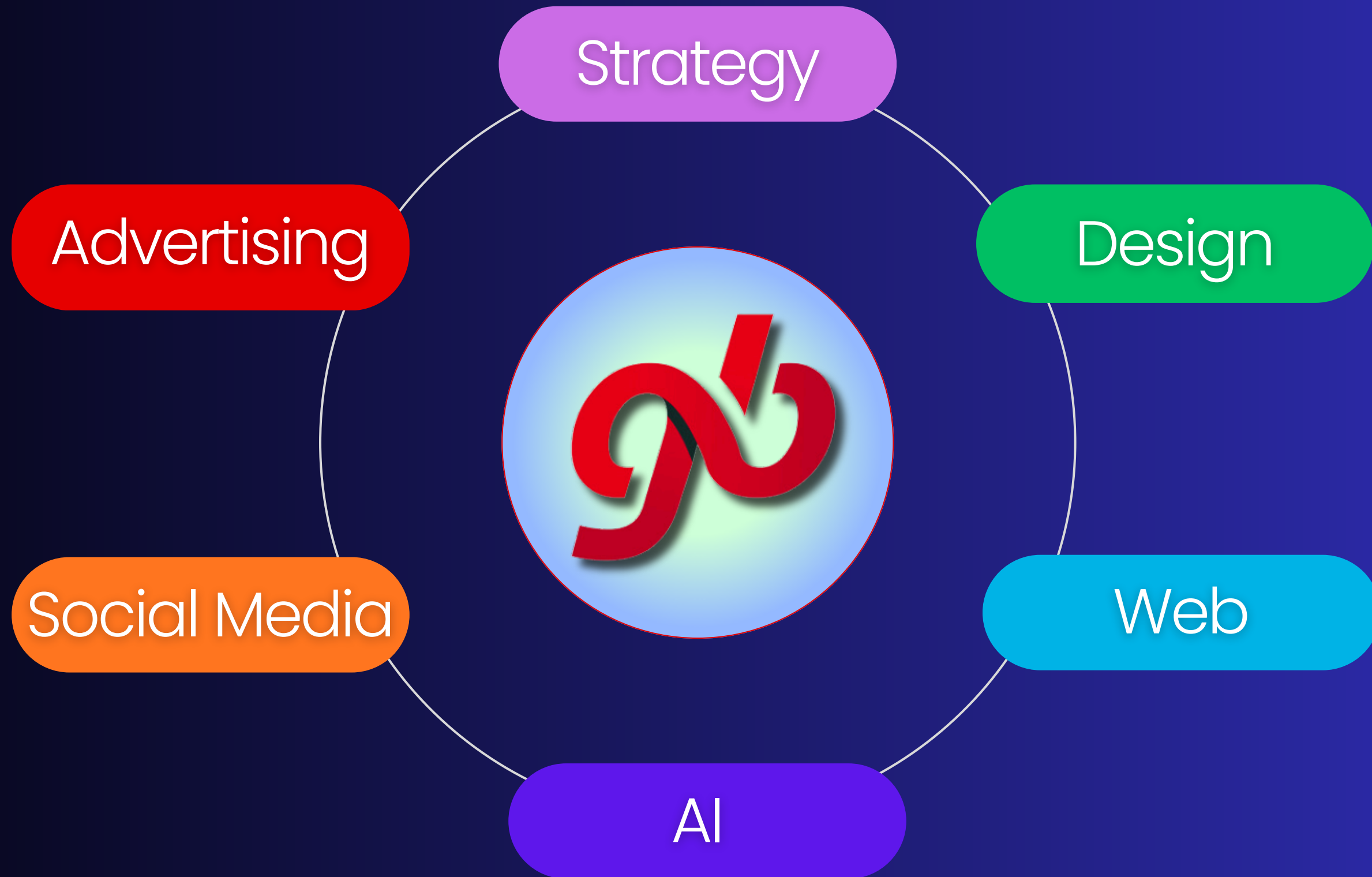


boutique marketing capabilities



GB Agency is a full-service boutique strategy and marketing agency providing growth solutions to successful clients.

Expertise





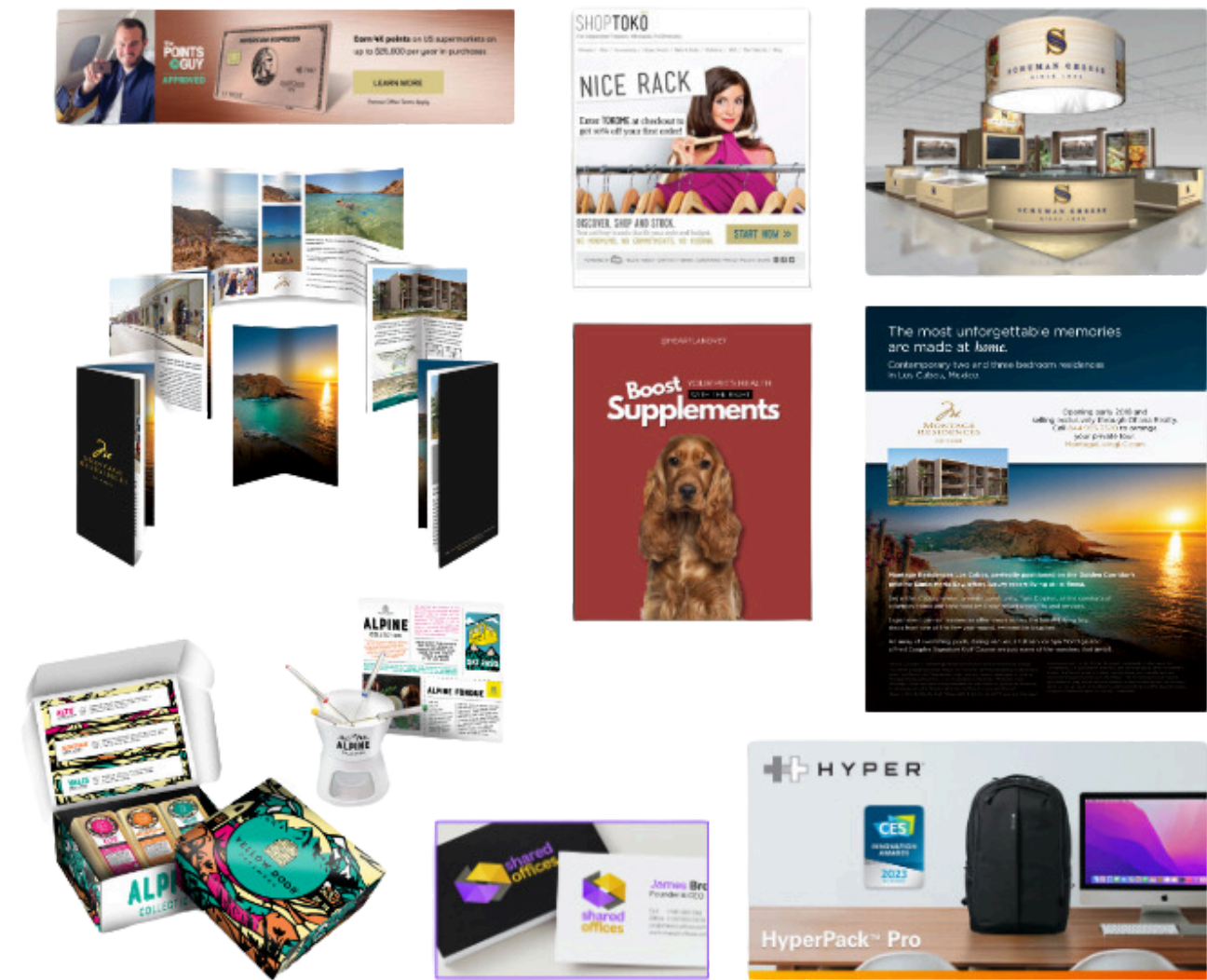
Strategy & Brand

About
Strategic thinking is a specialized skillset that we have **honed** over decades of connecting the dots and planning for **success**.
 Talk to GB and you'll instantly see that we're strategic in **everything** we do.

Services
 Consulting
 Brand Strategy
 Integrated Marketing Plans
 Growth Marketing
 Complex Product Branding

Benefits
 Build your brand
 Clarify your message
 Align your products to the brand
 Position your brand for growth

Over 100 brands created. 75+ plans, positions and brand messaging executed. Leading to dozens of market leading positions.



Design & Copy

About

We believe that **copy leads design**;
 that **great branding** drives impactful positioning;
 that messaging should be tailored to **every touchpoint**;
 and that the art of **great copywriting** cannot be replicated by AI.

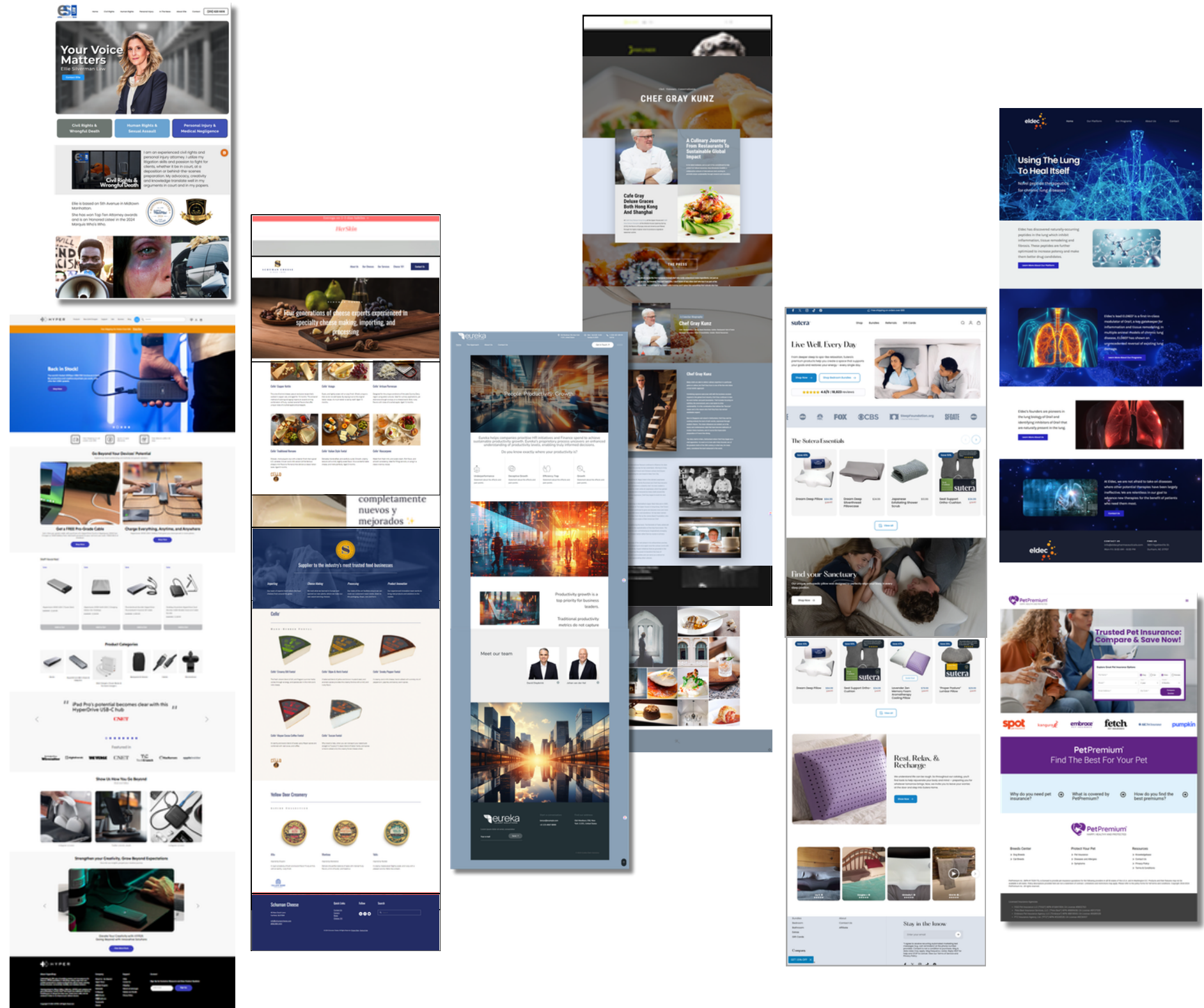
Services

- Logo Design & Visual Identity
- Product Messaging
- Ad Campaigns
- Brochures, Decks & Sales Materials
- Culture & Mission Statements

Benefits

- Visual impact that drives sales
- Consistent voice that your target market relates to
- The right tool for every step in your sales process

Thousands of design assets created for digital and traditional, from Google Ads to trade show booths, and decks to packaging.



About

We have been creating websites since 1996, by **innovating** and staying at the **forefront** of internet design and marketing.

Our **in-house** team of designers, copywriters, coders, and project managers produce the highest quality websites.

Services

- Website Development
- E-commerce, UX/UI design
- Complete content creation
- Funnels and landing pages
- SEO & GEO
- Hosting and maintenance










Benefits

- Cost-effective, comprehensive sites
- Design that produces sales success
- Easy to edit and mobile-friendly

Web



We're a leading WordPress & Ecommerce web development house with hundreds of examples of sites of every type.



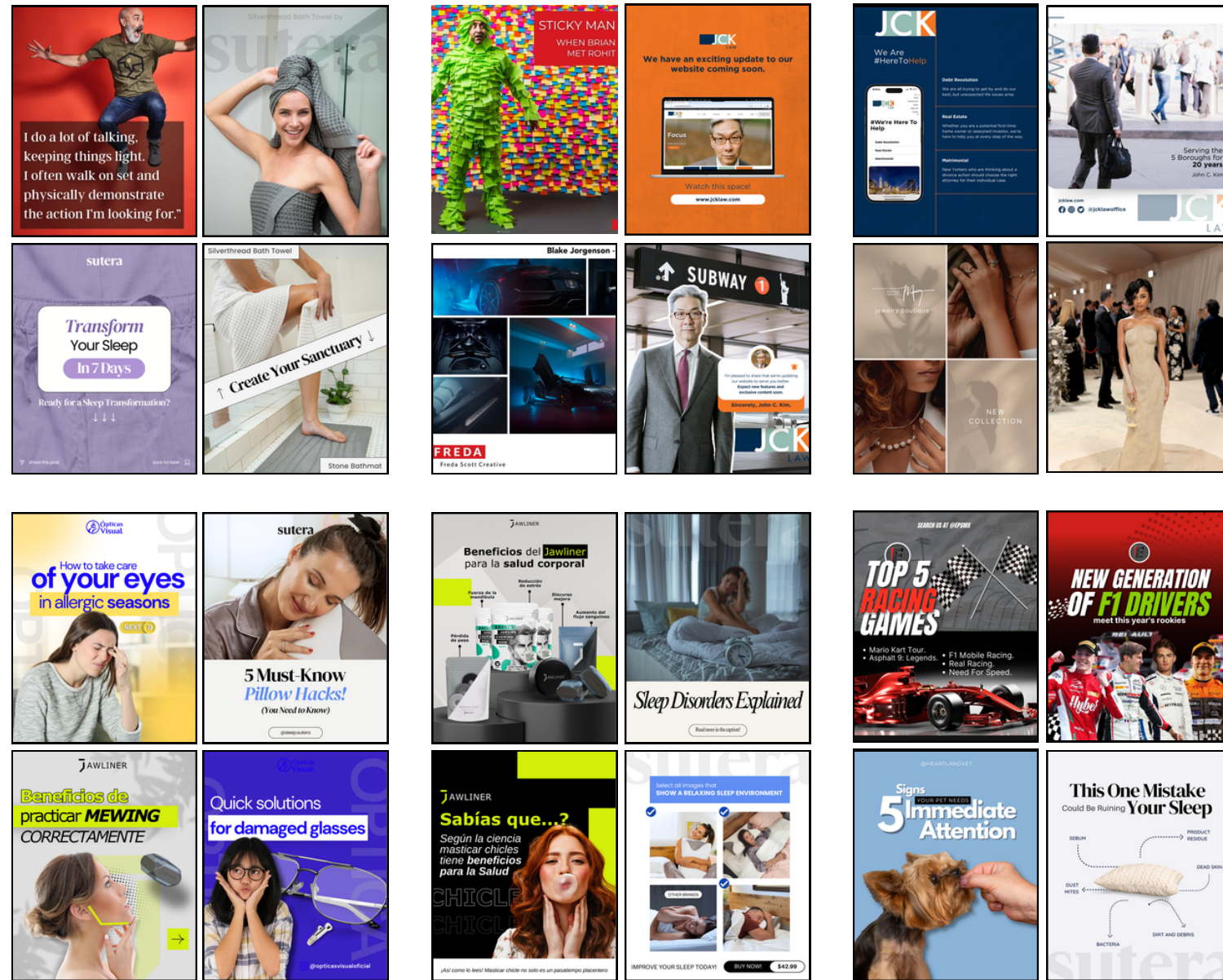
AI

About
Successful businesses are embracing AI with logical, bespoke implementations that streamline operations, increase speed, and enhance analysis. GB brings the **best of AI** to your business - we never design or write with AI - we understand its greatest value is in **boosting your business growth.**

Services
 AI Audits across your business
 Complete lead generation funnels
 Optimize your website for AI search (GEO)
 Improve customer service with personalized chatbots
 Analyze sales and ad data to uncover trends and insights

Benefits
 Cut lead and sales times
 Retain competitive advantage
 Improve customer satisfaction
 Drive more people to your site
 Streamline operations and save money

A leader in AI development, we deploy an average of two new projects every week.



Social Media

From a 500% increase in followers to everyday posts and product launches, we have thousands of examples of social success.

About

We utilize social media **trends**, **engaging** content, and **strategic** content calendars to **boost** business growth.

Services

- Social media strategy
- Content & editorial calendar
- Video creative and graphic design
- On-trend, effective content creation
- Community management & building followers

Benefits

- Engagement, not just posting
- Meet your audience where they spend the most time
- Education and information that strengthens your brand
- Tangible sales benefits from years of knowledge

About

GB's Performance Marketing drives quantifiable **success**. Across ad campaigns and email marketing, our **in-house team** delivers strategy, planning, creative, and execution.

Services

Google and Meta ads

TikTok, Pinterest, Quora, Reddit & other placements

Media planning & buying

Email Marketing

SEO & GEO

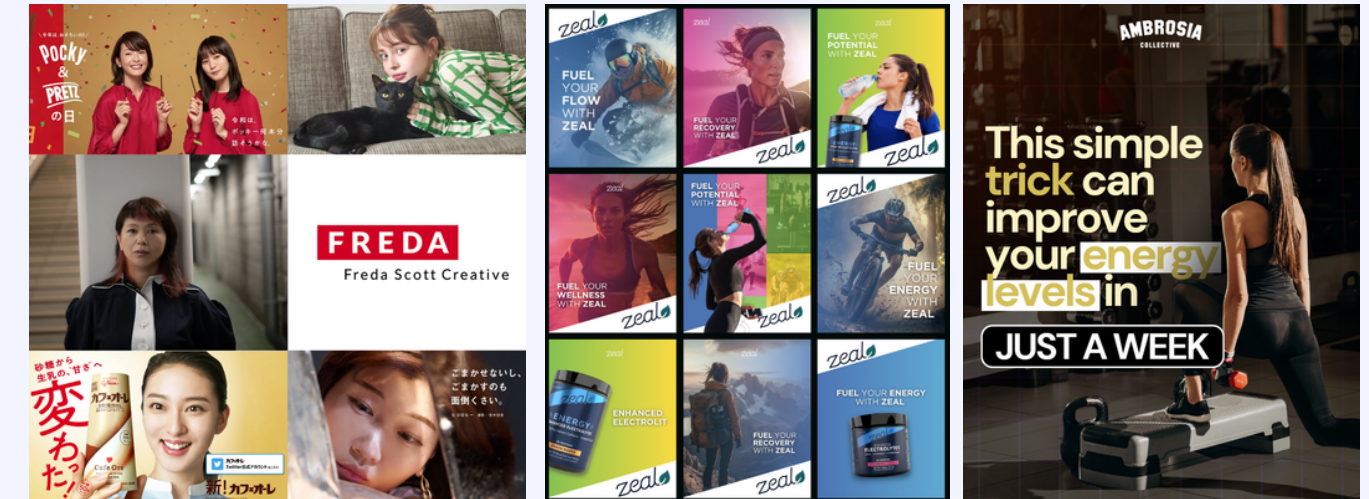
Benefits

Enhanced RoAS and customer lifecycle

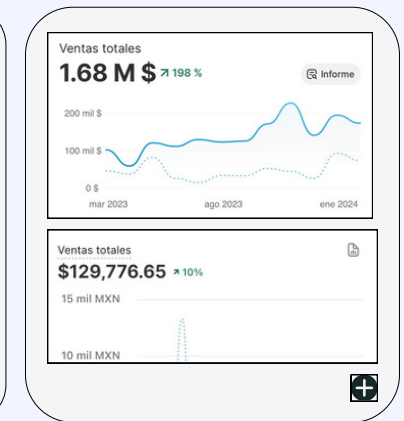
Reduced cost of acquisition

Increased traffic

Advertising



Resultados	Costo por resultado	ROAS (retorno de la inversión en publicidad) de...
9 [2]	\$132.11 [2]	10.52 [2]
Compras en el siti...	Por compra	
6 [2]	\$196.44 [2]	5.31 [2]
Compras en el siti...	Por compra	
5 [2]	\$236.43 [2]	4.38 [2]



A collection of various digital ads. On the left, there is an ad for Freda Scott Creative featuring Erik Isakson, a basketball player, with the text 'Introducing Erik Isakson'. In the center, there is a legal ad for Buizin & Berman, PC, titled 'MOTOR VEHICLE ACCIDENTS IN NEW YORK', which includes sections on 'NEW YORK IS A NO-FAULT STATE', 'RISING TRAFFIC ACCIDENTS', 'FILING A CAR ACCIDENT LAWSUIT', 'INJURIES CONSIDERED SERIOUS', and 'PARTIAL FAULT'. On the right, there is an ad for Heartland Vet Supply & Pharmacy titled 'Tips for maintaining your pet's dental health', which includes sections on 'Daily Brushing', 'Dental Chews & Treats', and 'Regular Veterinary Checkups'.











15x RoAS card signups for AMEX, to 64% increase in sales for a cheese producer, we've got the t-shirt.



Diverse Clients

From wellness and ecommerce, to the eclectic mix of everything from finance to food, GB has always maintained a broad mix of clients.

We like it like that. It keeps things fresh and interesting and what we learn from one industry, we are often able to apply to another. It's one of the reasons we remain sharp and knowledgeable.

		OLIVIA PALERMO
		
		
		
		



Ellie S

James and his team created a beautifully crafted website that reflects the spirit and dignity of my law practice. James respected my mission, understood the realities of solo practice, and supported my goals with warmth and boutique-level attention.



Jonathan C

James is that rare individual who truly cares as much about his customers' actual needs as he does about growing his business. He is also by far one of the most knowledgeable and hard-working person we have ever come across in the field of digital media.



Melyssa J

They approached every project as a partner, always asking the right questions & offering great ideas. They challenged us to think outside the box and provided solutions to any given problem, delivering every project on time, budget and strategy without compromising the quality of work.



Marilois S

James and his team went above and beyond any expectations. In fact, he viewed our relationship as more collaborators in building my business. He provided strategic advice and referred critical partners, all of which were outside his role.



Dr. Jennie B.

James has been an exceptional creative and strategic partner for my websites and brand for the past five years. He listens closely, is consistently flexible as my offerings evolve, and translates a complex, nontraditional model into a polished and distinctive online presence that feels authentically "me". Highly recommend.

Testimonials

#GoodBusiness

#GoodBusiness
#StrategicGrowth

This hashtag represents a business model where integrity meets innovation, and where success is measured not only by profits but **by the positive impact on clients, employees, and the community.**

We are proud to be a US-based agency **registered in New York State** with many clients around the world.

01



We are also delighted to have been recognized as a **Top 3 Boutique Marketing, Branding & Web Design Agencies** in 2022 and 2023.



02

GB is transitioning to a **Minority and Women-Owned Business Enterprise (MWBE)** & we are proud to support minorities as clients.



03

GB's team covers most time zones and our standard working day is **8am Eastern to 6pm Pacific.**

04



Ready for Growth?

— We would love to work with you!

Discover what a truly talented agency can do.

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