

THE

Agency

 **SIKICH®**

EVERY **MEMORABLE BRAND** HAS A GREAT

origin story

So, we'll start at the beginning. This is an unconventional story of how The Agency at Sikich came to be—but you should know upfront—

WE'RE **UNCONVENTIONAL!**

Founded in 1982 by Jim Sikich, Sikich LLP made its humble debut in the professional services world first as an accounting firm.

See, not quite what you'd expect! You may be asking yourself, "What does accounting have to do with marketing and PR?" Our answer: **EVERYTHING**. As our trusted accountants became trusted business advisors over the years, we saw an opportunity to not only help companies grow but to thrive.

Enter our advisory and technology services (and fast-forward through some questionable hair and clothing trends), *and the rest is history.*

Today, Sikich is widely known as a technology-enabled professional services firm specializing in accounting, technology and advisory services. From these modest beginnings, we bring 360 degrees of business acumen to the table. While our Agency specializes in taking brands to the next level through marketing and public relations efforts, we also have access to hundreds of technology, accounting and advisory experts to make your brand future ready.

*Without further ado, say hello to **The Agency at Sikich.***



Define YOUR STORY

Build your brand with a compelling story. Be on the forefront of innovation. Create engaging content. Develop key brand messages. Protect your brand's reputation. Don't show up to the party empty-handed—your competition won't.

MESSAGING DEVELOPMENT

BRANDING & IDENTITY

STRATEGY & CONSULTING

CONTENT DEVELOPMENT

MEDIA TRAINING



PHOTOGRAPHY & VIDEO

WEB DESIGN & DEVELOPMENT

GRAPHIC & PRINT DESIGN

UI/UX DESIGN DEVELOPMENT

Embrace innovative visual platforms to tell your story. Capture and retain attention with engaging videos, web design, graphics and photography. Forget status quo—be bold.

Design A BOLD BRAND

Engage **CONSUMERS**

Convert new audiences into brand advocates. Optimize your reach and entice new customers with custom programs geared toward influencers and the media. Drive forward your message on the platforms your customers are already consuming: newspapers, broadcast, trade media and social media.

CRISIS & REPUTATION MANAGEMENT

INFLUENCER MARKETING

MEDIA RELATIONS

SOCIAL MEDIA RELATIONS

NEW PRODUCT LAUNCHES

SEO & PPC

ADVERTISING

EVENT PLANNING

DIGITAL & SOCIAL MEDIA MARKETING

Earn attention for your brand through tailored campaigns. Launch a new product. Create a digital marketing strategy. Reach your customers and prospects on social media. Host a blogger outreach event. What actions are you taking to impress your customers and attract new ones? If your answer isn't "all of the above," your brand risks falling behind.

Promote **YOUR ORGANIZATION**

Now that you've read through our epic story, let us help tell yours! **Click here** for a complimentary analysis of your brand, and we'll share actionable insights to enhance your narrative.

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