



## THE AGENCY

Alpha Dog Advertising is a leading marketing communications and public relations firm specializing in strategic brand positioning and development. Whether we're creating new brands or redefining existing ones, our core strength is developing powerful positions that differentiate our clients from the competition. We provide marketing expertise for medium-to-large organizations nationwide, particularly within the AEC sector, who understand the importance of a well-defined marketing communications strategy and view us as a trusted resource.



## LEADING BRANDS TO BETTER REVENUE

Whether your company is 100 years old or you're just starting from the back of a paper napkin, Alpha Dog is ready to listen to your ideas and build outward. Our creative and collaborative team brings extraordinary skills and expertise to your brand strategy, creative, digital marketing, and public relations.

While the average length of a client-agency relationship in the US is only two years, our track record is different: Our average client stays more than five years. Why? Because we integrate with your company or organization to truly understand your needs — and fulfill them at every turn.

Within each of our service verticals, we offer a full complement of possibilities — with expertise in everything from print campaigns and product launches to SEO and website development — to solve your marketing challenges and lead your brand to better revenue.

## SERVICES



### BRAND STRATEGY

Marketing Strategy  
Messaging  
Consultation



### CREATIVE

Graphic Design  
Website Design & Development  
Photography & Video  
Copywriting & Content



### DIGITAL

Search Engine Optimization (SEO)  
Search Engine Marketing (SEM)  
Social Media  
Email Marketing  
Consultation



### PUBLIC RELATIONS

Product Launches  
Media Cultivation  
Thought Leadership

## OUR WORK

We've had the honor of working with some incredible clients in the AEC, equestrian, financial, hospitality, traffic control, and utilities industries, to name a few. Take a look at a few of our case studies [here](#), or for additional information, check out our website, [alphadogadv.com](http://alphadogadv.com).

## CONTACT

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