

Sweet Work

Agency Overview & Capabilities

March 2025

SweetLEMON
MARKETING

Hiya! *We'd like to introduce ourselves.*



Who we are



What we do



Why we do it



Who we are

We are creative problem solvers



Sweet Lemon Marketing is a boutique ad agency that helps businesses elevate their messaging, marketing, and branding.

Need a sharper voice? Eye-catching design? A marketing strategy that is as refreshing, bright, and crisp as a pitcher of sweet lemonade? *We've got you.*



Our founders

SweetLemon Marketing combines creative vision and 360° strategic thinking, driven by extensive expertise in business development and a strong background in advertising and marketing.



Jess Rudolph

Business Acumen

Head Schmoozer

Early Bird



Amy Berman

Creative Wizardry

Lead Pixel Pusher

Night Owl



Our friends

We love to collaborate with people who continually deliver and excel.



Maureen Tsuchida

Wordsmith with 20 years
of agency experience



Kory Northrop

Technical lead who speaks in
programming languages



Steve Hartzell

Swiss Army Knife
and Scrum Master



What we do



The menu

Branding &
Rebranding

Website Design &
Development

Content Creation
& Copywriting

Investor/
C Suite
Presentations

Sales &
Promotional
Materials

Business &
Marketing
Strategy

Social Media

Google Ads/
Paid Ads

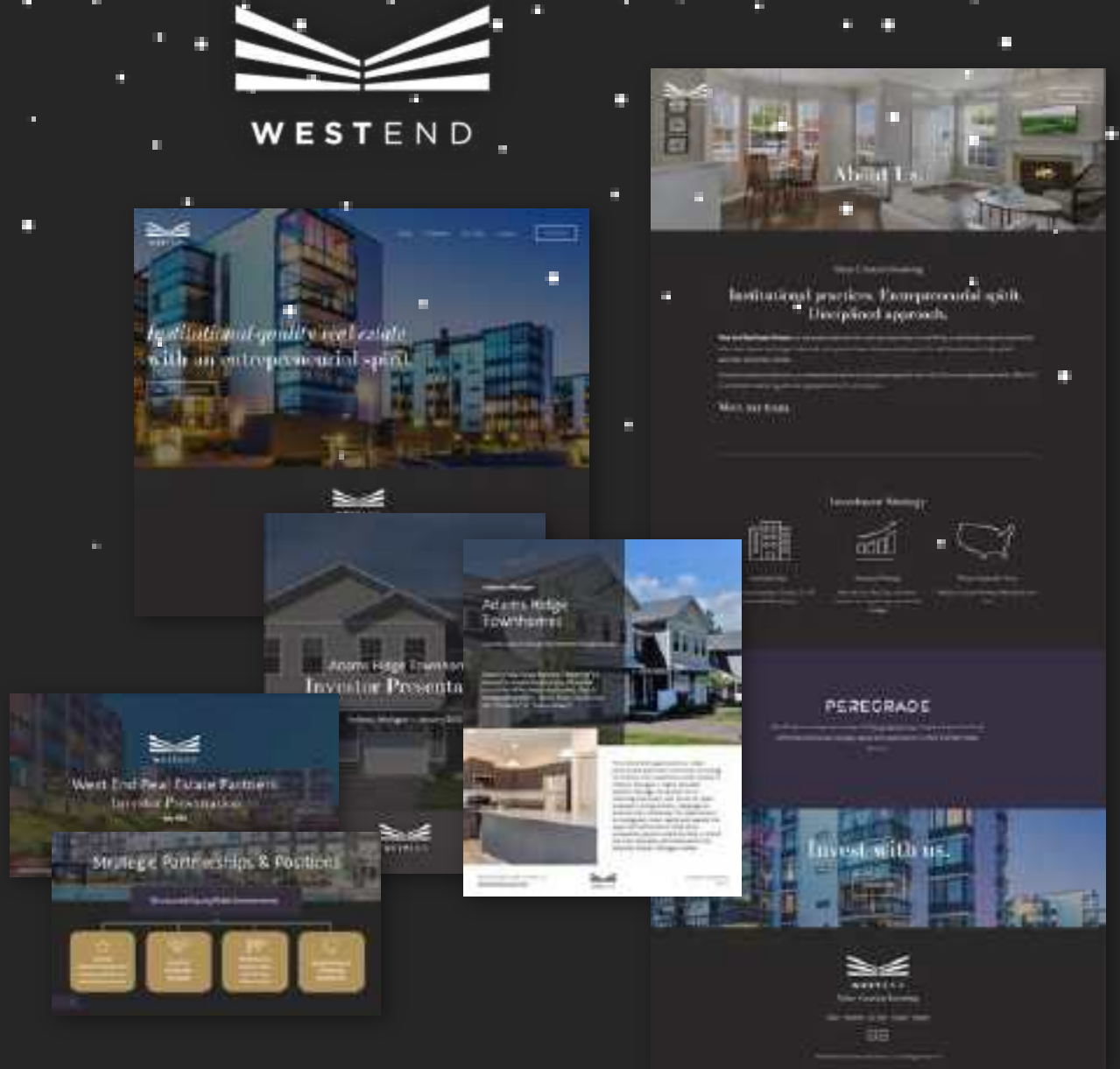
Video Content
& Editing

Branding & Rebranding

Branding is the magic for us. We become ingrained in your category in order to develop a look and feel that sets your brand apart and sets you up for success. When we see the stars in a client's eyes, we know we've sprinkled the perfect amount of sugar on top.

What do you need help with?

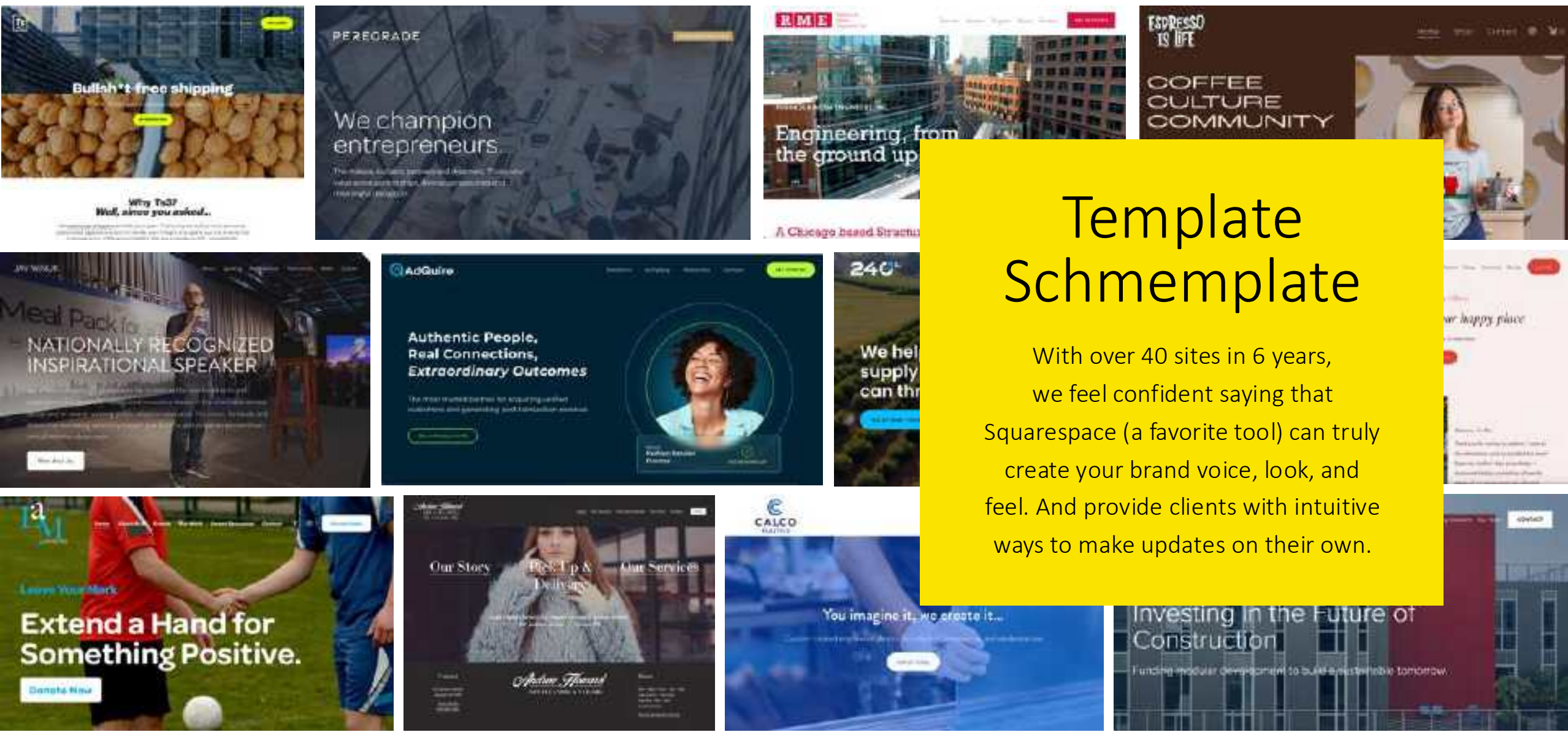
Logos, websites, marketing materials, investor presentations, signage - the list goes on and on...





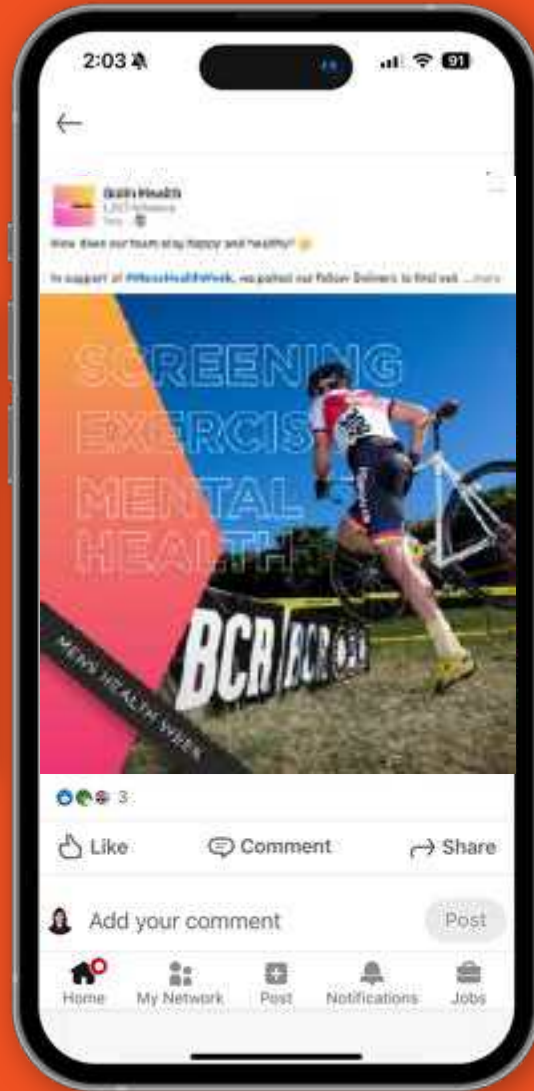
One of the largest extensions of your brand will likely be your website. SweetLemon Marketing designs and builds unique sites that present users with clear information and engaging content. We always include SEO best practices and can leverage GoogleAds to drive leads to your site. Looking for a way to sell products? Developing e-commerce sites and a deep understanding of inventory management are part of SLM's milieu.

Websites & Development



Template Schmemplate

With over 40 sites in 6 years, we feel confident saying that Squarespace (a favorite tool) can truly create your brand voice, look, and feel. And provide clients with intuitive ways to make updates on their own.



Social Media

We help clients make new friends and reach more followers by creating scroll stopping feeds, building out monthly marketing calendars, and thoughtful ad budgets. Let us run your brand's social media, so you can focus on your company.

Content Creation

Whether you need a website written, blog content for the next 3 months, or a video promoting your services, our team can create, manage, and curate high-quality and engaging content at a moment's notice. We also film and produce videos for multipurpose use to deliver brand messaging and calls to action.



*Long Form and
Short Form Content*



Brands we've
proudly built

Metro Healthcare Partners

Branding & Social Media Agency of Record

When new owners took over a large healthcare facility in Brooklyn, they needed to develop a full brand identity. This extended into interiors and exteriors of the office, website, business cards and brochures, signage, in-house videos, and consumer/staff promotional items. We've also created radio ads, TV ads, billboards, bus advertising, every piece of marketing materials for patient communications and branding tools and content to solicit referrals from attorneys and doctors.

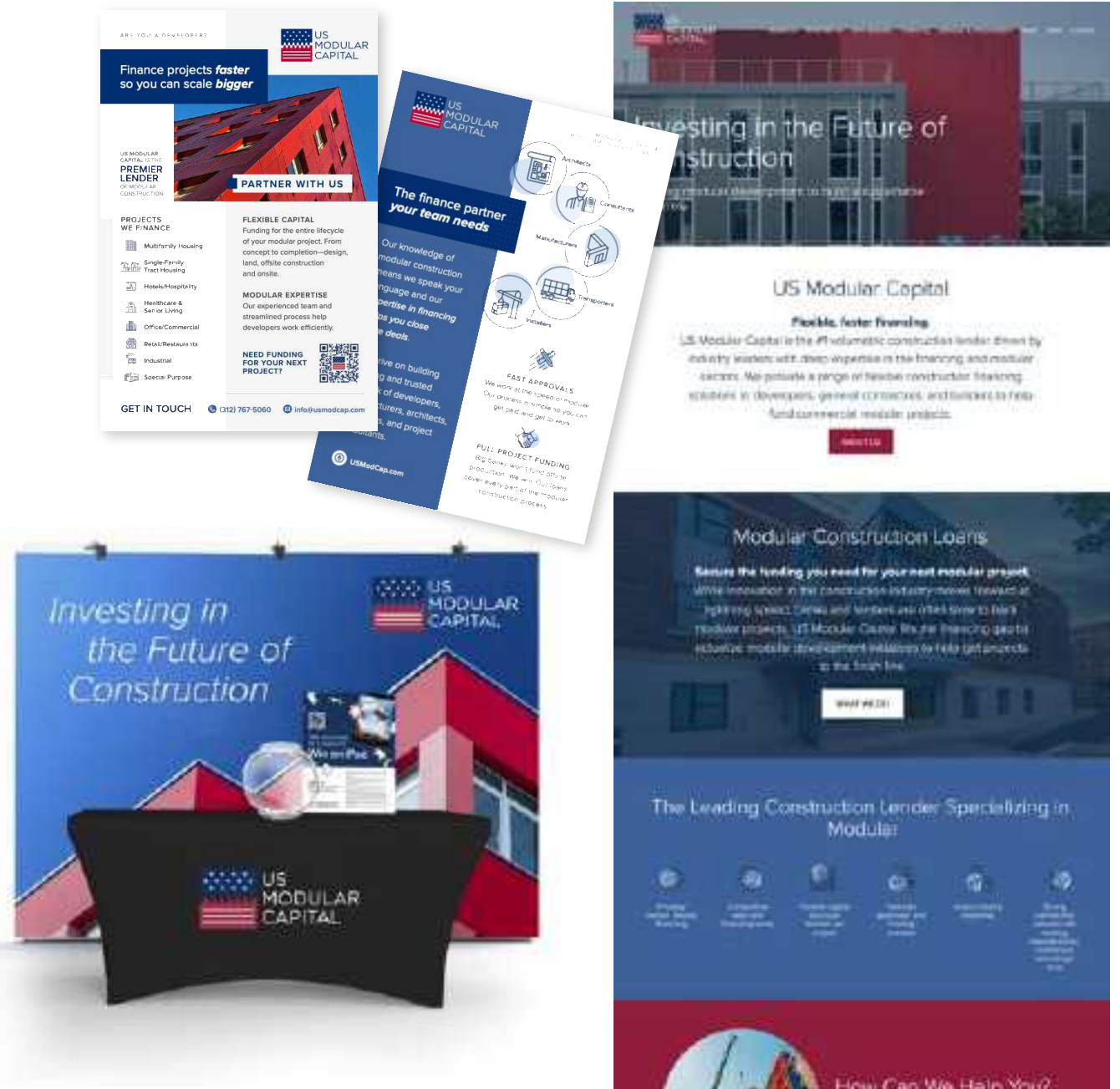
Monthly social media management responsibilities include creating and posting content, devising marketing calendar plans and handling all ad buys.



US Modular Capital

Branding, Squarespace Website, and Conference Marketing Materials

SLM helped establish USMC as an entirely new category of financing partner for the growing modular construction industry. We created a dynamic and user-friendly B2B website that effectively communicated the unique offering of financing for modular construction. Additionally, we crafted compelling marketing materials for use in conferences to enhance brand visibility and highlight key advantages.



AdQuire

Branding, Squarespace Website, Social Media Profiles and Sales Sheets

When AdQuire came to us for a complete brand refresh, we started with an in-depth competitive analysis to uncover their unique offering. Next, we created a bold, new logo, trademarked brand language, distinctive product names, and comprehensive style guide. With this strong foundation, we launched a sleek, user-friendly website, complete with custom animations and benefit-driven copy. We then expanded marketing across channels to create sales collateral, business cards, digital signatures, and social media channel profiles to ensure a cohesive and impactful presence at every touchpoint.



Why we do it

To be an indispensable partner to our clients



We love what we do and want you to love it too.



You can call us, even without texting first!

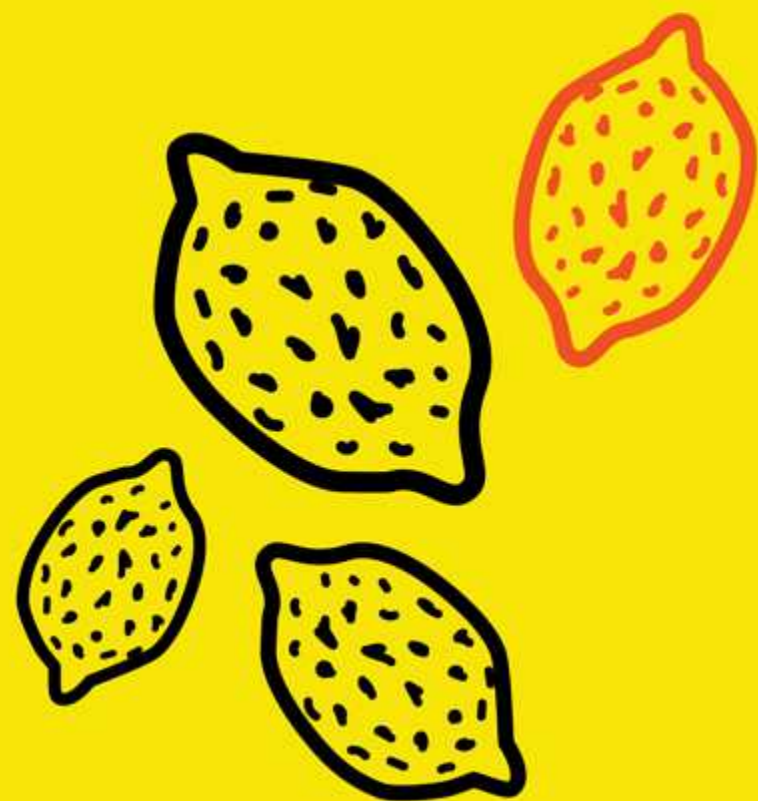


We have heart and believe in handshakes.



Bring us your problems, we have solutions.





Thank you!
Now, let's make some lemonade.

SweetLEMON
MARKETING

