



CDP GROUP LLC

COMPANY PROFILE

OFFICE ADDRESS:

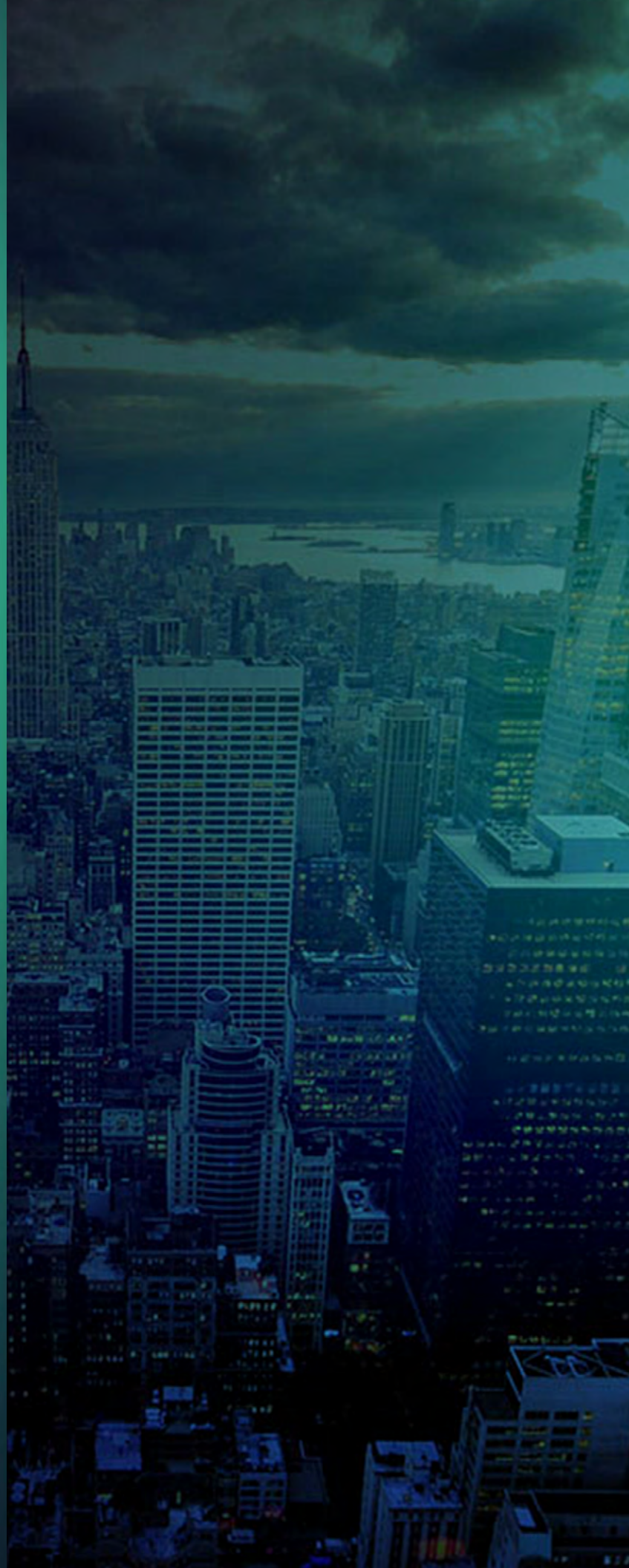
3729 South Lake Orlando Pkwy., Unit 3
Orlando, Florida 32808

CONTACT :

PH: 407-716-0396

EMAIL: erica@cdporlando.com

WWW.CDPORLANDO.COM





Greetings,

We would be excited to explore the opportunity of assisting you with website, creative and marketing services.

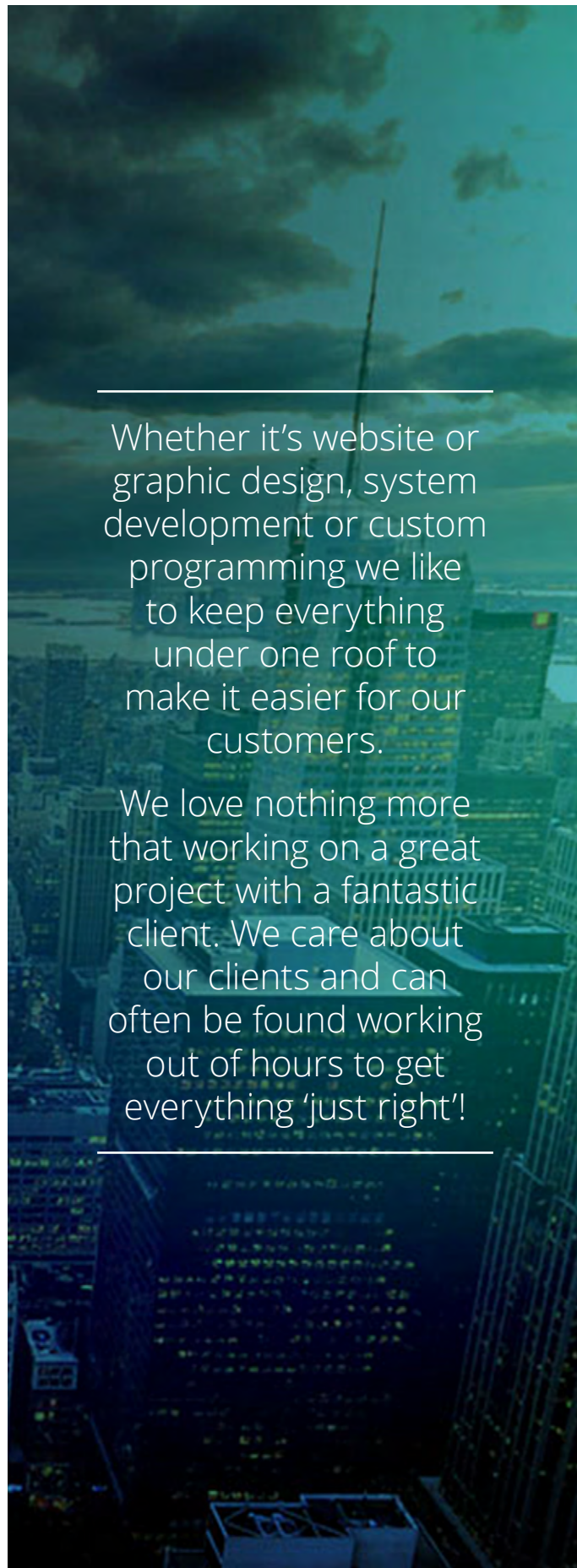
CDP offers personal attention and expert innovative and creative services to meet our clients' needs. We help businesses and organizations create new business and strengthen established business relationships by providing creative and effective business development solutions, communication and identity building marketing systems.

We link creativity with technology in delivering integrated print and electronic marketing solution

We look forward to working with you and your team.

Sincerely

Erica Crawford
President



Whether it's website or graphic design, system development or custom programming we like to keep everything under one roof to make it easier for our customers.

We love nothing more than working on a great project with a fantastic client. We care about our clients and can often be found working out of hours to get everything 'just right'!

WHO WE ARE



OUR HISTORY

Our team has a combined 20 years of professional experience of delivering superior services to our clients. The firm was established in 2004 by president, Erica Crawford of Orlando, Florida.



VISION & MISSION

We research and produce solution-based services targeted to your company and organization's needs. We pride ourselves on building relations with a dynamic group of multi-platform designers.



//Choosing an agency is tough... Let us convince you"

WHY CHOOSE US

- Our websites solve business objectives
- We create original artwork
- Basic search engine optimization strategies
- We sell a service, not a commodity
- Working knowledge with-in your budget
- Customizable CMS management Systems
- We provide unparalleled experience
- Admin training and Knowledge Transfer
- Access to Domain & Hosting Packages
- Social Media Integration Support
- Video + Media Provided
- Mobile Responsive Layouts



WELCOME TO CDP GROUP

CDP Group LLC is a full service marketing, development, graphic communication and event consultancy firm offering personal attention and innovative and creative services to meet our customers' needs. Our services encompass all aspects of business development solutions, graphic design, communication technologies as well as event planning and marketing. We research and produce solution-based marketing materials targeted to your company and organization's needs. We pride ourselves on building relations with a dynamic group of designers, event planners and other marketing professionals. Our collective team has a combined 25 years of professional experience to deliver superb services to our customers.

CDP offers personal attention and expert innovative and creative services to meet our clients' needs.

We help businesses and organizations create new business and strengthen established business relationships by providing creative and effective business development solutions, communication and identity building marketing systems. We link creativity with technology in delivering integrated print and electronic marketing solutions designed to leverage your market position. Whether you are looking for expert help with a single project or seeking a turnkey production service involving content development, data management, concept, design and electronic production for print and online delivery,

CDP is your source for innovative marketing solutions. With us, you have a partner who has the experience, knowledge and dedication to generate customized solutions to meet your specific business needs.

"An award-winning agency that's setting the standard for small business branding & logo design, web design, digital strategy and advertising solutions."

SERVICES OFFERED

Beyond offering ultra friendly, supportive client relationships and a remarkable experience from start to finish; CDP Group also offers the following customized graphic design services:

- > Logo Designs
- > Advertisements
- > Brochures
- > Business Cards
- > Business Forms/ Stationary
- > Invitations
- > Newsletters
- > Web Sites
- > Mobile Websites
- > Video/Multimedia
- > Postcards
- > Posters
- > Event Program Guides
- > Product Catalogues
- > Magazine & Publications
- > Billboards
- > Tee-Shirts/ Clothing
- > Vehicle Wraps
- > e-commerce Development
- > Photo Restoration edits
- > PowerPoint Presentations
- > Interactive DVD/ Training
- > Television Commercials
- > Corporate Video Media



WEB DESIGN

Website development employing industry best standards, communications compliance and appealing graphic design and lure new and refresh existing user visits.



MARKETING

When you partner with CDP Group to develop a marketing strategy, you'll have our team of small business marketing experts managing your brand.



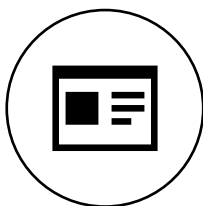
MULTIMEDIA + VIDEO

We provide video service that covers everything from scripting and design, to shooting and editing, programming and post-production, to final delivery.



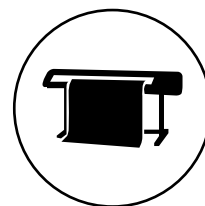
GRAPHIC DESIGN

CDP Group can help you identify, design and implement a corporate image and design strategy that will lay the groundwork for successful differentiation.



LOGO + BRANDING

Whether your company is conservative, casual, edgy, or somewhere in the middle, we will create a custom logo and identity package that precisely suits your business.

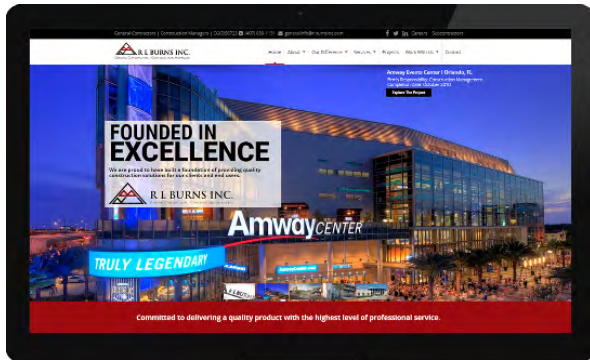


PRINT DESIGN

Beautiful, targeted print materials from CDP Group make the right impression every time, converting prospects into clients. We will strategically develop your perfect print campaign



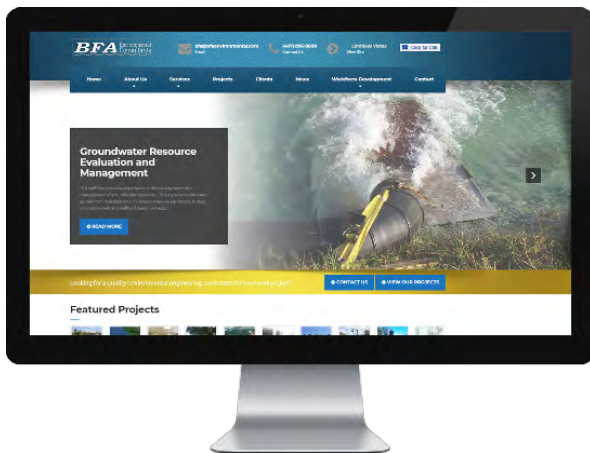
WEBSITE GALLERY



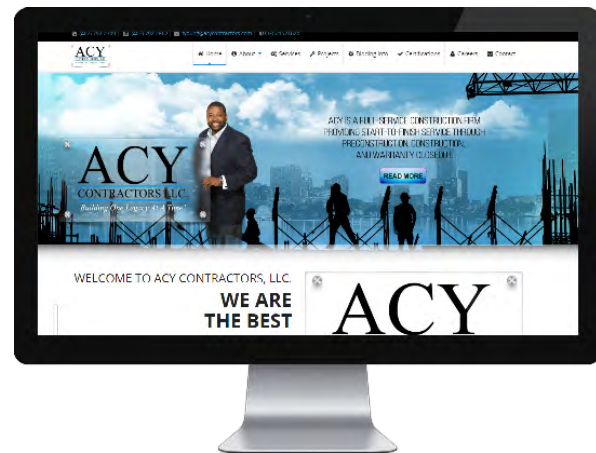
WWW.RLBURNSINC.COM



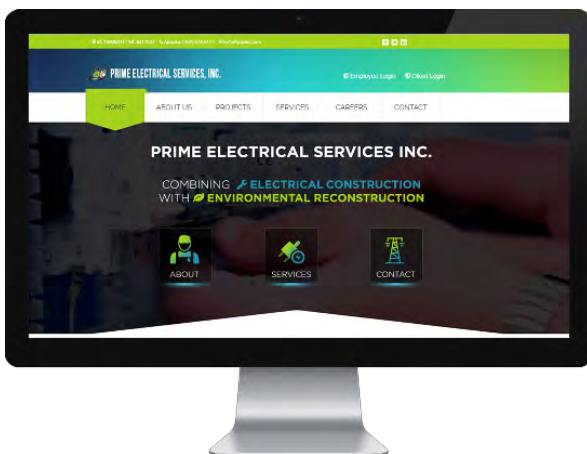
WWW.CONSTRUCTTWO.COM



WWW.BFAENVIRONMENTAL.COM



WWW.ACYCONTRACTORS.COM



WWW.PESIEC.COM



WWW.GRASSLANDENTERPRISESINC.COM



WEB DESIGN

Our award-winning, in-house professional web designers carefully craft your online presence with three goals in mind:

- (1) creating a custom design that reinforces your brand in an aesthetic way.,
- (2) creating a website that achieves your predefined objectives, and
- (3) creating a website that engages the consumer and drives them to action. As we achieve these goals, you acquire a strong brand presence with a platform that impacts your bottom line and secures a high return on investment. At CDP Group, we marry form with functionality to achieve website success.





MARKETING

CDP Group has years of experience marketing and promoting small businesses with creative and cost-effective solutions. We're also proud of being recognized with over 100 awards and honours, as well as having our work regularly featured in industry trade magazines and journals. Our greatest reward, however, is watching you grow and succeed as a result of our marketing efforts. That's what we live for.

When you partner with us to develop a marketing strategy, you'll have our team of small business marketing experts managing your brand. Think of us as your in-house marketing department, only far more experienced and far less expensive.

"TELL US WHERE YOU WANT YOUR BUSINESS TO GO, AND WE'LL HELP TAKE YOU THERE."

Sometimes you need to boost sales, define new marketing directions or introduce new products. High-quality sales, advertising and communications tools are tangible ways to achieve those goals. To support your business growth, CDP Group offers strategic marketing support that (1) is specific to your industry and company, and (2) helps you define and manage the best mix of materials to exceed your potential.

You have unique needs, and we have concrete solutions to increase sales, impact your bottom line, and strengthen your company's image. We're here to roll up our sleeves. To obsess about your marketing, your cost-per-lead, your image, and your website—and to optimize your results. That's what we do, day in and day out. And that's what we love about our business.

"We love what we do, some might say a bit too much, and we bring enthusiasm and commitment to every project we work on."





MULTIMEDIA + VIDEO

CDP Group Multimedia offers full-service video production, tape transfers, DVD duplications, photography, graphic design and real estate video, television commercials, live performances, documentaries—we do it all.

We provide video service that covers everything from scripting and design, to shooting and editing, programming and post-production, to final delivery whether on interactive DVD, CD ROM, or video web stream. Let us help you capture the special moments at your Wedding, create the perfect Corporate Video, educate your audience with a unique Training video, or record the memories of loved ones during special events.

Already shot some cool video and just need someone to edit it together for you? No problem!

Adding “special effects” to a video is popular these days. Whether you’re looking to give your project a more “film look” or shoot on green screen and be in a virtual set, we can help.

We have a full green screen setup at our studio and can accommodate “talking head” type shots or full body shots, like you see on various websites and commercials.

“We listen, we discuss, we advise. Sounds obvious but we listen to your ideas, plans and objectives for your business.”





GRAPHIC DESIGN

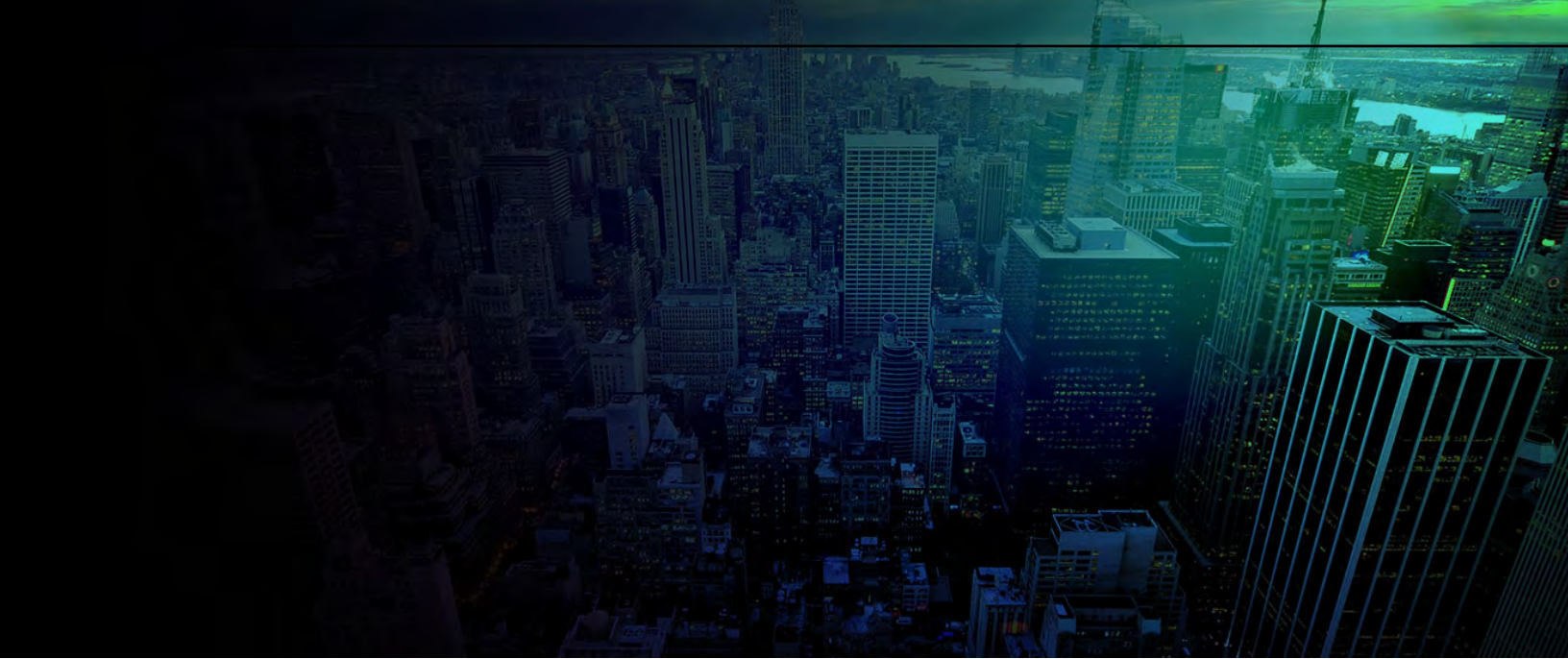
In this time of product and company proliferation in the technology markets, successful companies must stand out from the crowd. Establishing and developing an appropriate corporate image, branding and logo is an important foundation for all of your sales, marketing and business growth plans. Your logo should not only let prospects know what you do—it should captivate them. Your tagline can further define your market niche and communicate your company's core benefits to your target market.

CDP Group can help you identify, design and implement a corporate image and marketing strategy that will lay the groundwork for successful differentiation and positioning of your company. Corporate image marketing activities like the ones identified below will help create recognition, attract business partners and generate sales leads.

- > Corporate Identity Development
- > Brand, Logo & Image Development
- > Collateral Sales & Marketing Tools Creation
- > Regional & local Targeted Advertising
- > Web Identity Integration

“ We select the best solution to fit. We don't shoehorn projects and if we feel we're not a good fit we'll be honest and tell you from the outset.”





LOGO + BRANDING

“YOUR LOOK. YOUR SIGNATURE. YOUR BRAND.

First impressions count, and your small business logo is likely the first piece of information your audience has about your company. A quality logo instantly communicates your corporate style and philosophy. It's the foundation of your company's brand, and one of your most important assets. Unfortunately, most small businesses overlook this aspect of their marketing.

Whether your company is conservative, casual, edgy, or somewhere in the middle, CDP Group and its team of talented small business logo designers will create a custom logo and identity package that precisely suits your business. And unlike many other firms, we never use clip art. All logo design and development is performed in-house by our Creative Team.

We start from scratch on every design, because every business is unique. We think every logo should be, too.

After crafting your small business logo and collaborating with you to develop a brand vision and strategy, we create corporate style guides to ensure that your branding is properly executed across platforms. Then, we lay the foundation for your identity by implementing your branding on unique, eye-catching stationery. Why stationery? Because we believe it makes or breaks a first impression. It's much more than a logo at the top of your letterhead, and that's why we include it with our branding package.

Finally, when you're ready, we carry your branding into outdoor advertising, vehicle wraps, company uniforms, and more, creating a cohesive look and feel across every application.

“We love discussing and planning new projects and have years of knowledge and experience that we bring to the table.”



PRINT DESIGN

From brochures to direct mail and pocket folders, print is still a powerful force in small business promotion. CDP Group has created and delivered compelling print with great style. When designed and created by our experienced professionals, print becomes a pivotal part of your brand identity—and an essential extension of your marketing plan. [Click here for samples of print collateral.](#)

“MAKE THE BEST FIRST IMPRESSION AND KEEP YOUR BRANDING INTACT.”

Beautiful, targeted print materials from CDP Group make the right impression every time, converting prospects into clients. At CDP Group, we develop your print campaign, keeping your company's image consistent across all printed media. Each print piece is designed to harmonize with your established brand identity—or with the new image we design for you. This is one of the things that makes us unique: we coordinate your identity throughout print and digital channels. After all, you don't want your website to portray your business one way, and your print collateral another.

From small pocket folders to elaborate brochures ... from customized PowerPoint templates to beautiful direct mail campaigns ... from stand-out trade booth designs to polished corporate identity packages ...



OUR CLIENTS

- 100 Black Men of Orlando
- African American Chamber of Commerce Central Florida
- Alan Grayson for Congress (Former U.S. Congressman)
- Alpha Kappa Alpha Sorority, Inc.
- Allen Funeral Home of the Lowcountry
- The Allied Group
- Austin Commercial
- City of Orlando
- Councilman Alvin Moore (Eatonville, FL)
- Ajoy Design Group
- Anderson & Associates Law Firm
- Annetta Wilson Media Training & Success Coaching
- Ascenda, Inc.
- Black Business Investment Fund
- Brees Cleaning Service
- The BRS Group, Inc.
- The Black Partnership of Florida
- Bethune-Cookman University
- Bethune-Cookman University National Alumni Association
- Bethune-Cookman University Legacy Magazine
- Bruce Antone - Former State Representative
- Cake in the City Bakery
- Cando Event Planning
- Carter Tabernacle
- C.M.E. Church
- Central Florida Boy Scouts of America
- Chocolate Nutcracker - Orlando
- City of Orlando Workday
- Clark Media Group
- CMAP
- Compact, Inc.
- U.S. Congresswoman Corrine Brown
- Corlee Water Company
- CTG Development Company
- Daisy Lynum (City Commissioner D-5)
- Delta Sigma Theta Sorority, Inc.
- Volusia County, FL
- Don Miller Radio Show
- DPAC, Inc.
- DXI Design
- Chisholm-Galloway
- Home for Funerals
- State Senator Gary Siplin (D-19)
- Adam Fetterman for State Representative
- Firestone Nightclub
- Florida Highwaymen
- Florida State Conference NAACP
- Florida A&M University National Alumni Association
- Guardian Care Rehab & Nursing Center
- The Genesis Group
- The Girl Friends, Inc.
- Golden Rule Foundation, Inc.
- Gospel Now Magazine
- Habitat for Humanity - Central Florida
- Hebni Nutrition Consultants, Inc.
- Hope Church of Orlando
- Hospice of South Plain - Texas
- IMDC Engineering
- IROK Construction
- JCB Construction, Inc.
- Jeff Ashton for State Attorney
- Kay Reddick - Author
- Kenard Lang Foundation
- The Links, Incorporated
- Lynum & Sanchez Law Firm
- Massey Services, Inc.
- Matrina Couture Designs
- Metropolitan Orlando
- Urban League
- Mike Smith for Schools Campaign
- Mobile Labs Express
- The Moderneers Civic Group
- The Montsho Foundation, Inc.
- Morgan Ministries, Inc.
- Mt. Zion Missionary Baptist Church
- NoLimit Health & Fitness
- Occupy Our Community
- Oley's Kitchen Restaurant
- Omega Pi Phi Fraternity, Inc.
- One Counsel - Lynum and Assoc.
- Onyx Awards - Onyx Magazine
- Orange County - NAACP
- Orlando Housing Authority
- Planned Parenthood of Orlando
- The Partnership of Florida
- Pinellas County Urban League
- Randolph Clothing
- RBlack and Associates
- Re/Max Real Estate Center
- Reaching for Christ Church
- Rejoice in the Lord Ministries
- Real Living with Riva & Secily
- Robin Josef - Author
- Rosen Hotels and Resorts
- RYSE Magazine
- Sanchez Law Group
- Samaritan Care Hospice of Florida
- Secily Wilson
- Senator Gary Siplin
- Sheraton Hotel - Downtown Orlando
- Siplin Law Firm
- Soul Food Festival - National
- Soulful Taste Restaurant
- Stack's Restaurant
- Tajiri School of Performing Arts
- Tiffany Moore Russell Campaign
- Tri-County Sickle Cell
- Disease Association
- Tuskegee Airmen, Inc.
- Teed Off TV
- Vera June Law Office
- Victoria Siplin for Senate Campaign
- Vision & Partnership Group
- Vitas Hospice Care, Inc.
- Votum Construction
- Water for Life Benefit Gala
- Wells'Bult Museum
- West Orlando Times Newspaper
- Wyche & Associates
- Yvette Register - State Farm Agent
- Zora Neale Hurston Music Festiv





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