

ABOUT US



MORE CUSTOMERS. MORE REVENUE. RIGHT NOW.

OUR WORK

Burst Marketing's work is created, delivered and managed by its three unique organizations:

BURST CREATIVE MANAGEMENT

Burst's core services, including development of marketing strategy, planning, message development, content, design and delivery are provided by a dedicated team within Burst Marketing.

For a strategy or elements of a project or campaign that require specialized talent, Burst integrates and manages outside services of creative professionals from around the region, or across the country. This approach keeps the overhead down and clients' marketing investments under control.

INTELLISITES

Established in 2001, IntelliSites is Albany's largest and fastest growing independent web design and marketing company. IntelliSites brings today's best web technology and web marketing know-how to Burst.

Now, working with imPress Printing and the expertise of the former Banis Marketing, there's a broader-based team to develop strategy that drives and directs the tactics of powerful traditional and internet marketing.

The result is the extraordinary web site development expected by IntelliSites clients, but with more focused goals and therefore greater return on investment.

IMPRESS

Founded in 1964, imPress is one of Albany's oldest print management companies. They bring exceptional capabilities in graphic and advertising design, 1-to-1 direct marketing, promotional products and trade show materials.

But they're not just printers anymore. ImPress has provided design and creative development services to clients for the past 10 years. And their clients are evidently very happy. Because in almost every case, in time, imPress designs and produces all of their collateral materials. And it isn't just their clients who think the work is outstanding – imPress has won six design awards since 2007.

Today, working side by side with its Burst Marketing partners, imPress can better guide its clients through the ever-changing marketing maze – with a more identifiable strategy designed to deliver on a client's bottom line.



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OUR PROCESS

Most clients tend to begin their search for marketing support with a specific project in mind. They think they want a new website, a brochure, or some help with PR.

We want to know what's behind that perceived need.

What questions are really keeping them up at night?

- Q. Why isn't our formula for success working anymore?
- Q. Why are we losing valuable clients and prospects?
- Q. How can I make sure I don't throw money into a black hole?

Through our in-depth discovery and strategic development process, we help our clients begin to solve these problems. Fast. And because we've facilitated a true, honest evaluation of a company's strengths and weaknesses, the resulting marketing blueprint we deliver to our clients is born with the highest probability of success.

With a strategic blueprint in hand, a sort of "marketing GPS," then they can begin to make good decisions about how to improve their revenue picture, enhance their reputation, or win that key account.

Burst Marketing was founded in 2009 by principals of well-established Capital Region businesses who, together, mesh the best in knowledge about today's new and traditional marketing communications services. Burst programs are laser-focused on reaching measurable goals within a specific period of time – through goal-driven creativity designed to generate leads, customers and revenue.



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Burst Marketing was born in 2009 from the teaming up of IntelliSites, the largest independent web designer in the Capital Region; ImPress, one of the area's oldest and largest print management and design firms; and Steve Banis, a nationally known Fortune 100 business marketing strategist, formerly of Banis Marketing.

What's unique about this new, full-service marketing partnership? We build practical strategies and communications focused on reaching our clients' short-term business objectives.

Together, we understand how today's Web, social media, and other technology-based marketing tactics need to mesh with traditional marketing and advertising tools – to produce high returns on our clients' marketing investments.

We have a defined process for reaching specific business objectives. That's what makes Burst Marketing different from advertising agencies and other marketing firms.

A Burst Marketing program is laser-focused on reaching measurable goals within a specific period of time. We develop marketing strategy and deliver effective creative services that generate leads, customers and revenue. And we do it within today's slimmer budgets.

So while many of our competitors sell themselves on how creative they are, we're focused on building a client's bottom line.

That doesn't mean we don't ever deliver the pretty, cool stuff. It means we focus on goal-driven creativity. In the end, our clients would prefer their phones ringing. They think that's pretty cool.



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