

# GAGA

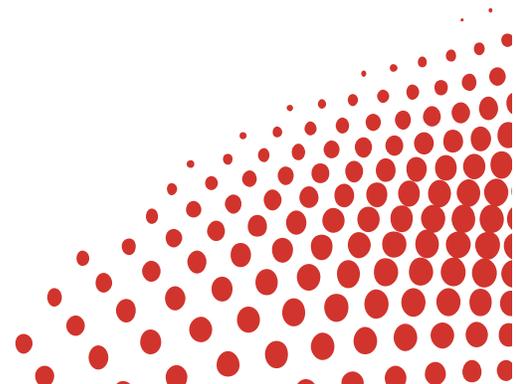
WEB DESIGN



[www.gagawebdesign.com](http://www.gagawebdesign.com)

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**ELECTRONIC BROCHURE**



# GAGA

## WEB DESIGN



**WEB SITE DESIGN : PRODUCT BRANDING : SOCIAL MEDIA MARKETING**  
**RADIO PROMOTION : AUDIO PRODUCTION : VIDEO PRODUCTION**



*Established in 2004, GaGa Web Design is a consulting firm providing solutions and strategies for business owners and entrepreneurs through web design and Internet marketing campaigns.*

*GaGa is part of a larger network of graphic designers, audio engineers, video and animation artist's, website developers and Internet marketing/advertising specialists working together to help clients interface the Internet to increase their business assets.*

### WELCOME

#### WEB SITE DESIGN

Choose from one of our luxurious custom-made templates or create a unique design from the ground up. An experienced professional will work with you one on one through every phase of your project giving you the attention you need to get your project up and running efficiently in a timely manner.

#### PRODUCT BRANDING

The Internet is exploding with new companies, all trying for that perfect logo design. Your image matters, a professionally designed logo speaks volumes. Your corporate identity has just a few seconds to impress prospects with your brand.

GaGa will work with you and your company logo design until you are absolutely certain the logo accurately reflects your corporate image and brand.

#### SOCIAL MEDIA MARKETING

GaGa will help you establish a Social Media presence with customized branding and designed graphical elements that will make a lasting impression on all who visit your social media pages. The ability to program social media "Feeds" directly into your website will allow your user group and targeted demographics to view all your social media directly from your site.

#### RADIO PROMOTION

Traditionally, radio exposure is the best way for a recording artist and a song to gain exposure and subsequently generate income from independent record sales, or recording contracts.

Whether you are signed to a major label, or you are an independent recording artist, GAGA can help you get your record on the radio!



#### AUDIO PRODUCTION

Studio Recording, Audio Engineering, Audio Mixing, Audio Post-Production, Audio Electronics, Audio for Interactive Media, Sound Design, Streaming Media and Webcast, Surround Sound and DVD audio, Broadcast Audio.

#### VIDEO PRODUCTION

GaGa focuses on producing fully engaging, dynamic, and cinematic commercials, brand introductions, product demos, corporate videos, motion graphics, and responsive websites that extend and enhance standard marketing and advertising initiatives.



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## WEB DESIGN



## WEB SITE DESIGN 1

### PRICING

*GAGA Web Design provides professional, affordable web designs at a cost that is within a client's budget. Included in any web site design price quote are all of the components necessary to make your site look good, function properly and be optimized for search engine visibility. There are no setup fees, no annual fees, no hidden charges, and no per item charges or per item limits for web design services. Support and consultations regarding your web design are included with in the cost. The exact cost for a custom web design will vary with each client, depending upon your individual needs and the look you want. Your web design cost estimate is based on the size and function of your design.*

### WEB SITE DESIGN

GAGA Web Sites feature beautiful imagery's, professional sound tracks, high definition video and animations, scrolling texts and all the latest technology to give the user the ultimate Internet web experiences. Choose from one of our luxurious custom-made templates or create a unique design from the ground up. An experienced professional will work with you one on one through every phase of your project giving you the attention you need to get your project up and running efficiently in a timely manner.

### WEB SITE RE-DESIGN

Looking to give your old site or logo a touch up or a brand new look? We are here to accommodate you with all your needs. We can easily "port" your old site over adding all the latest technologies the web has to offer. Already have that perfect logo? Let us animate your existing logo!

### PRE-DESIGNED TEMPLATE CUSTOMIZATIONS

Not sure where to start? A pre made web site template will let you see your web site lay out. Know ahead of time where your logos, text, pictures, videos and animations will reside. A web site template can efficiently cut down development time and effectively keep costs to a minimum.

### SEARCH ENGINE OPTIMIZATION

Let us show you how to generate incredible results moving your web site to the top of the major search engines such as Google, Yahoo and Bing. Services and Technology will include Internal Optimization, Inbound Link Building, Press Releases, Social Media Strategy and Networking, Search Engine Advertising, Pay Per Click, Keyword Analysis, Link Building Plan, Bad Link

Removal, On-Page Optimization, 1-to-1 Keyword Targeting, Meta Data Development, Competitive Analysis, Keyword Density and Content Flow and Landing Page Optimizations. GAGA builds on a unique blend of best practices, clear process and ingrained innovation, providing maximum value and measurable results. Already have that perfect logo? Let us animate your existing logo!

### ANALYTICS

Analytics is a service offered by GAGA and is free. Analytics generates detailed statistics about your website's traffic and traffic sources and measures conversions and sales. Clients have access to your their web site data 24/7.

### RESPONSIVE

How we browse the Internet has changed a lot in the last few years. We use desktops, laptops, tablets, and phones to access our favorite websites, or to look someone or something up online. The size of each of these devices various dramatically. GAGA uses RESPONSIVE HTML in all web site designs to create websites that work well on all devices.

### LOGO DESIGN & CORPORATE IDENTITY

The Internet is exploding with new companies, all trying for that perfect logo design. Your image matters, a professionally designed logo speaks volumes. Your corporate identity has just a few seconds to impress prospects with your brand. We will work with you and your company logo design until you are absolutely certain the logo accurately reflects your corporate image.



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# GAGA

## WEB DESIGN



## WEB SITE DESIGN 2

### TESTIMONIALS

*I spent 30 years working at Master Disk Mastering House here in New York City. In January of 2014 I branched out on my own. Working for most of the Major Recording Labels it was very important to keep a professional profile and a working Internet presence. GAGA handled everything - Web Site with Social Media feeds and analytics to keep me in touch with every thing that was happening in the background.*

**Andy VanDette**  
*Andy VanDette Mastering  
The Engine Room,  
New York, New York*

*The new Web Site looks amazing! The built in analytics keep my business cutting edge and my marketing clear cut and profitable!*

**Dave Martin**  
*KnowledgePointsPA  
Haverford Pa.*

### ANIMATIONS

Technology is the future and the future is now. We are living in an age where "Special Effects" sell motion pictures, product brands and virtual experiences. In most cases it is not good enough just to rely on the content of your website, you have to make sure it looks good too. A stylized animation can be a powerful special effects tool enhancing your brand and fortifying the overall Internet web experience.

### ECOMMERCE

Sell your products online with ecommerce solutions that fit your needs. Add products, update pricing and manage your content easily and effectively. Our ecommerce solutions can be integrated with PayPal or one of our payment processor partners to allow your company to easily take payments online. We offer integration with all the major shipping companies, including FEDEX, UPS and USPS.

### WORDPRESS

WordPress is one of the most popular blogging tools available. But what many people don't know is that it is a powerful Content Management System (CMS) that can be used for more than just blogging. With WordPress you can build a blog, a web site, or both. If you are already familiar with WordPress, then learning how to update your site will be easy.

### JOOMLA

Joomla is an award-winning content management system (CMS), which enables you to build web sites and powerful online applications. Many aspects, including its ease-of-use and extensibility have made Joomla the most popular web site software available. Best of all, Joomla is an open source solution that is freely available to everyone.

### FLASH

Back in the late 1990's and part of 2000's FLASH was the rage with its beautiful web designs and interface. Today for the most part Flash has been discontinued. With Apples decision not to support the platform on the Iphone and Ipads Flash web sites show up as "Black Holes" on the devices. To see what GAGA Web Design looked like back in the days of FLASH [click here](#).



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## PRODUCT BRANDING



### EMOTIONAL CONNECTION

GAGA product branding interacts with its consumer audience through design, logo, and messaging. Proper branding triggers an emotional connection in consumers that can last throughout the life of a product. Product Branding is not only for products, it's for services as well. In this age of fierce marketing tactics and brand clutter, proper branding has attained a prime position in a company's success in the marketplace.

### RESEARCH

GAGA specializes in audiovisual branding through brand strategy and research. Everything we do is based on a strategic and engaging process that will help to create, renew or strengthen your brand. Our efforts are focused on understanding your needs and familiarizing ourselves with your landscape. By utilizing methods of discovery, definition, development and deployment, we deliver individualized creative solutions that will meet your needs.

### PROCESS

GAGA will engage new media, licensing and social media, where a brand's "message" is communicated via products following a real audience. GAGA will then stylize your brand to meet and expand your true demographic implementing tested life style campaigns.

### LOGO DESIGN

A product or company brand logo is typically the first piece of graphics a consumer will see. It is the quality of your graphics that serve as the first introduction for many, and will dictate whether your brand is worth delving into. A logo can be a piece of graphics or text used as a company's symbol or corporate identity. On the Web, logos play an even more vital role and often serve as the main graphic heading or the visual center of an entire web site design.



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## SOCIAL MEDIA MARKETING



### SOCIAL MEDIA

Businesses, artists, and any individual can use social media marketing services to gain more exposure, boost their social image, and increase traffic to their website. **GAGA will help give you followers, fans, likes, plays and views to grow your social presence.**

### YOUR BUSINESS

Social media is a great way to drive repeat business and to attract new customers. Whether you're just getting started, consider yourself a pro or have been sitting on the sidelines...GAGA is here to help! **73% of small businesses & organizations have started using social media marketing and 62% of those not using it expect to start marketing through social media within the next 12 months.**



### 1 DISCOVERY

GAGA will study your business, website, social presence, and competitors in order to provide clear documentation to be used throughout all stages of your project.

**Project Brief : Audience Research : Social Audit : Competitive Analysis**

### 2 STRATEGIES

Create a comprehensive social media marketing strategy. GAGA will assemble a project plan that clearly outlines deliverables and measurable business goals for social media profiles and sharable content.

**Profile Strategy : Engagement Strategy : Measurement Planning : Content Strategy : Advertising Strategy**

### 3 CAMPAIGN EXECUTIONS

Implement profile and content strategies. Install RSS (Rich Site Summary) feeds directly into your main web site so that all social media may be viewed and accessed without linking away from site.

**Content Execution : Advertising Application : Community Management : Install RSS Feeds**

### 4 ANALYSES & REPORTING

Provide regular reporting that includes analysis of campaign, key performance indicators and goal tracking. GAGA will adjust the project plan based on reported results.

**Monthly Performance Report : Quarterly Review : Cross Reference Data with Main Web Site Analytics**



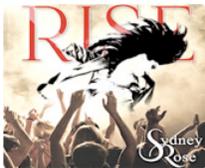
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### RADIO PROMOTION



#### PROMOTION

GAGA can take care of your whole radio advertising campaign from concept creation through to distribution of the finished ads.

#### GET HEARD

GAGA is a Music Promotion Company providing Music Radio Airplay, Music Promotion Services, National Radio Promotion and Retail Promotion. Our Radio Promotion Campaigns will get your music added to properly formatted Radio Stations. GAGA Radio Promotion Campaigns will expand an artist's fan base and increase Music Sales in Electronic Formatted Downloads and also "Hard Copy" Retail Sales of CD'S and VINYL.

#### RADIO PROMOTION

Major Label Artists, Independent Label Artists or completely Independent Artists! GAGA has the experience, knowledge and background to get you heard. Our Radio Promotion Campaigns involve constant contact with radio programmers, programing directors and music directors at commercial radio stations across the country. GAGA will collect and compile all results and data into a "RADIO REPORT". Radio Reports will be stylized to an artist's needs then generated and updated weekly through out the course of an artist's Radio Promotion Campaign.

#### RETAIL PROMOTION AND DISTRIBUTION

GAGA will get "HARD COPY" manufactured versions of you CD and VINYL distributed to retail stores locally, regionally, or nationally through out the United States. GAGA will make the promotional contacts necessary to targeted retail stores nation wide then distribute your product as your Radio Promotion Campaign runs it's course.



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## Audio Production

### ADVERTISING

JINGLES  
SOUND DESIGN AND EDITING  
SOUND EFFECTS SCORING  
VOICE RECORD AND MIX  
MIXING AND EDITING  
AUTOMATED DIALOGUE  
REPLACEMENT OR LOOPING  
POST SCORES  
VOICEOVERS  
VOICE CASTING  
RADIO COMMERCIALS  
SOUNDTRACKS FOR  
TELEVISION COMMERCIALS  
VIDEO PRESENTATIONS  
ONLINE AND MOBILE MEDIA  
ADVERTISING  
PODCASTS  
TELEPHONE ON-HOLD  
MESSAGES

### ENTERTAINMENT

IN-STUDIO RECORDING  
ON-LOCATION RECORDING  
BANDS AND CHORAL GROUPS  
PERFORMING ARTISTS  
ORIGINAL SONGS  
R&B - RAP - ROCK - POP  
"CUSTOM BACKING TRACKS"  
ARTIST DEVELOPMENT

### ON-LOCATION LIVE EVENTS

CONVENTIONS  
ANNUAL MEETINGS  
SEMINARS  
TRAINING SESSIONS  
CONCURRENT SESSIONS AND  
BREAKOUTS  
RALLIES  
RECOGNITION AND AWARDS  
EVENTS  
KICKOFFS AND PRODUCT  
INTRODUCTIONS  
COMPANY MEETINGS  
PUBLIC RELATIONS EVENTS  
TRADE SHOWS  
FRANCHISE MEETINGS

### WORLD CLASS

GAGA offers world class, affordable audio production. Our sound engineers have the technical expertise and unique creativity to realize your concept and vision. We have working relationships with advertising agencies, video and film producers, corporate producers, web designers and a wide variety of musical artists and recording studios.

### TALENT

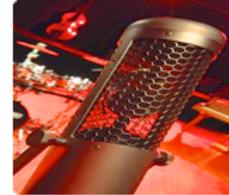
GAGA talents have consistently helped clients communicate their messages through creative and effective audio productions. We work with leading professional voice talent from all over the globe and have an expansive library of royalty-free music. We can create compelling audio for your radio and television commercials, corporate videos or web productions and also offer song writing and original music using our teams of professionals.

### HIGH-IMPACT

From simple voiceovers and song writing to complex scoring, digital audio mastering and editing, GAGA is your single source for high-end, high-impact audio production, your one stop shop for every thing you need from start to finish.

### SUCCESS

GAGA will create compelling, impactful audio experiences for your market, brand, genera, client and demographic. We measure our success by the only metric that matters: Your success. For over 20 years we have specialized in delivering high-impact marketing solutions to established and emerging businesses, providing innovative and effective services that connect with customers, drive sales, and establish our clients as market leaders.



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## Video Production

### PROFESSIONAL - CREATIVE RELIABLE

*GAGA provides all your video production and post-production needs. From our first meeting through completion of your project, GAGA collaborates with you as a creative partner. Whatever the medium, a TV commercial or a large-scale live event, a corporate video or a 'making of' documentary, GAGA will provide outstanding service at an affordable price.*



### VIDEO

GAGA handles projects of nearly every scale and genre, from single-camera studio interviews, to multi-camera multi-crew commercial shoots, in multiple locations around the world. If you have a product to launch, an image to build, a vision to share or a story to tell, regardless of the scope or budget, GAGA will get the job done on an set timeline.

**CONCEPT DEVELOPMENT : SCRIPT WRITING  
CREATIVE DIRECTION : PROJECT  
MANAGEMENT : CAMERA CREWS :  
PRODUCTION PERSONNEL : ON SCREEN  
TALENT : LARGE SCALE PRODUCTIONS**

### POST PRODUCTION

In an era where the cutting edge of technology is constantly being redefined, be it stereoscopic 3D, or an HD audio mix, GAGA is committed to staying at the forefront of everything that is possible. Need a TV spot, a web video, or a corporate video? Looking for a movie trailer, a broadcast promo, or a music video? GAGA!

**VIDEO EDITING : MOTION GRAPHICS  
VISUAL EFFECTS : MUSIC SCORING : SOUND  
DESIGN : COLOR CORRECTION : VIDEO  
FINISHING**

### CORPORATE PROJECTS

GAGA's Corporate Team produces projects for PR firms, non-profits, and clients in technology, finance, fashion, transportation, health care, consumer services, and more.

**CORPORATE VIDEOS : BRAND VIDEOS  
SIZZLE REELS : CEO PROFILES : EXPLAINER  
VIDEOS : DEMO VIDEOS : TRAINING VIDEOS  
WEB VIDEOS**

### ENTERTAINMENT PROJECTS

GAGA's Entertainment Team produces projects for clients in film, television, sports, publishing, video games, and online entertainment.

**MUSIC VIDEOS: DOCUMENTARIES  
INDEPENDENT FILMS : CONCERT VISUALS  
BROADCAST PROMOS : MOVIE TRAILERS  
TITLE SEQUENCES : GRAPHICS PACKAGES**

### SOCIAL MEDIA PROJECTS

GAGA is a full-service Digital Media Agency that plans, develops, and produces viral content, integrated marketing campaigns, and video advertising for companies and individuals.

**CONTENT DEVELOPMENT : VIDEO  
PRODUCTION : POST PRODUCTION : MEDIA  
PLANNING : VIDEO SEEDING : VIDEO SEO**

### MEETINGS AND EVENTS

GAGA's Meetings & Events Team produces projects for conventions, conferences, festivals, concerts, and large scale corporate meetings.

**CREATIVE DEVELOPMENT : EVENT  
PRODUCTION : ART DIRECTION : EQUIPMENT  
TECHNICAL DIRECTION : WEBCASTING**



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