



# Capabilities Presentation





Cassus Media | Digital Marketing Solutions® is a full-service marketing agency based in Altoona, PA. We provide in-house media production, managed marketing services, and basic web-related IT services (such as email and website functions) that help our clients do what they do.



Website Design



Web Maintenance



Graphic Design



Audio Production



Video Production



Social Management



Virtual Training



Email Marketing

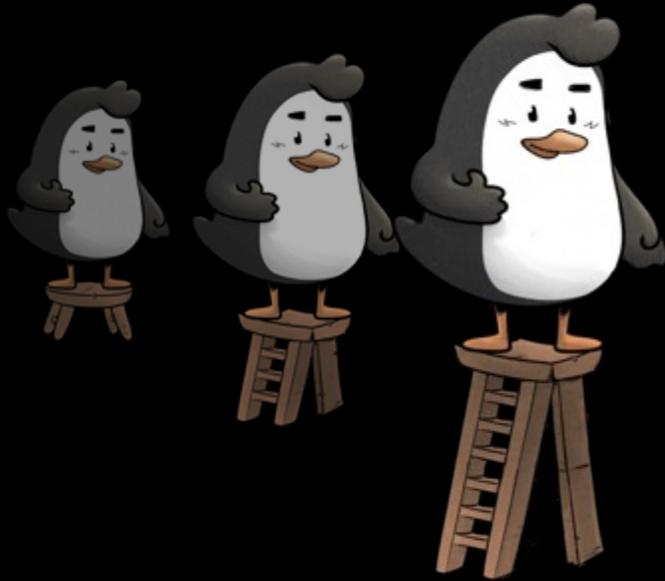


SMS/Text Campaigns



Strategy & Consulting

# Who We Serve | Sectors



Our current clientele consists of small businesses, to whom we offer tiered pricing plans, and state government agencies, to which we provide deliverables through various contracting vehicles.

Our government clients are served by providing deliverables based on specified guidelines and contractual requirements.



We offer full-service marketing to SMB clients and non-profits through our 360° Marketing Program™ or à la carte as needed.



# Our Services | **Diving Deeper**



## Website Portfolio

Below, we've featured many of the websites that we've designed or improved upon. Some are still in active development, giving you a closer look at the up-and-coming designs that we have in mind!

<p>4COUNTYWIDE.COM</p> <p>VISIT</p>	<p>ABCDCORP.ORG</p> <p>VISIT</p>	<p>ADVANTAGEINSULATIONPA.COM</p> <p>VISIT</p>
<p>ALLEGHENYTRAILRUNNERS.COM</p> <p>VISIT</p>	<p>ALTOONA-HOUSING.COM</p> <p>VISIT</p>	<p>ALTOONADENTALLAB.COM</p> <p>VISIT</p>
<p>ALTOONAFAMILYDENTISTRY.COM</p>	<p>ALTOONAVEIN.COM</p>	<p>AMERWAY.COM</p>

A full view of our website portfolio can be viewed by visiting [cassusmedia.com/websites/portfolio/](https://cassusmedia.com/websites/portfolio/)

# Website Services | **Maintenance**

## Choose your website maintenance plan.\*

We offer three options for your website to help you keep it healthy, fast, and optimized for the web.

[Get Started](#)

MOST POPULAR!

### Hosting Only \$50/mo

We host all of our client websites on our Virtual Private Server (VPS) environments with **Dreamhost**.

### Maintenance Only \$100/mo

You maintain full control of your registrar and hosting, and we'll take care of the backend stuff.

### Hosting + Maintenance \$125/mo (\$25 savings!)

We will both host and maintain your website, and you get to save money as well!

*\*The CM WebMaster Service™ is a product of Cassus Media launched and effective as of December 1, 2023. These offers are only available to new customers, or those switching from the 360° Marketing Program™ with at least five (5) months of active billing. For more information, please send an email to [support@cassusmedia.com](mailto:support@cassusmedia.com).*



To learn more about our CM WebMaster Service™, please visit  
**[cassusmedia.com/webmaster-service/](https://cassusmedia.com/webmaster-service/)**

# Graphic Design | **Print & Digital**

Graphic Design is a broad term for anything related to design a static visual layout. Such applications include social media images, photos, print products such as brochures, and advertising materials such as billboards and digital ads. See some of our work below.



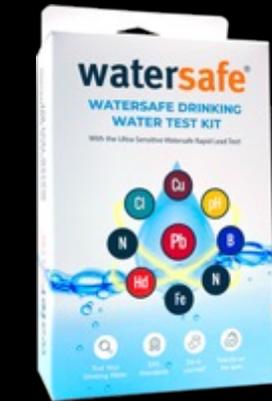
Professional Photography



Print Publications



Social Media Graphics



Product Box Design



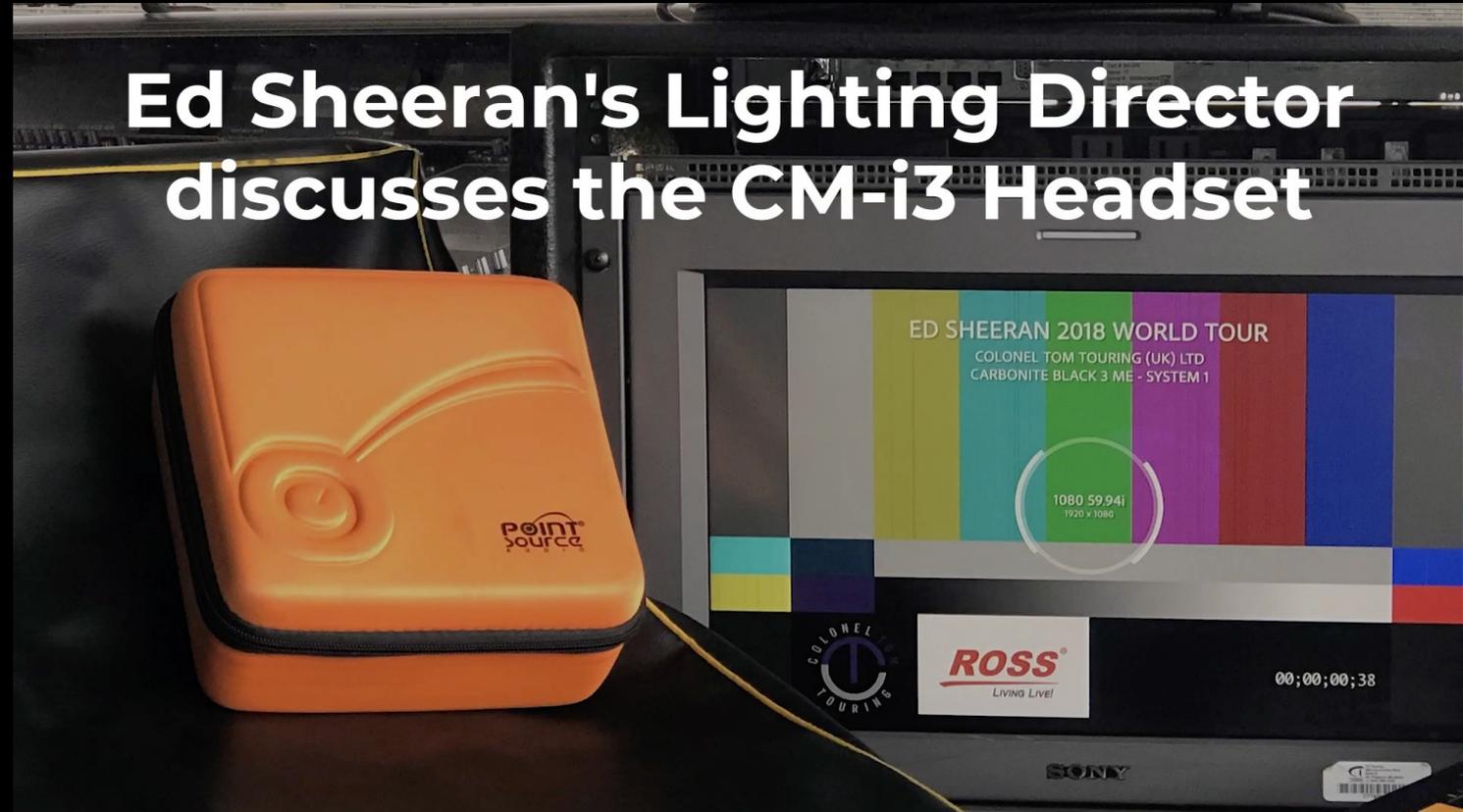
Business Cards & Brochures



Posters & Billboards

# Audio Production | Sound & M/M

When it comes to audio production, we've had the pleasure of composing music for specific projects, mixing in effects, and mastering various projects for our clients over the years. We didn't shoot the video ourselves, but we did the post-production, arranged the cover track of "Shape of You", mixed and mastered the audio, and added closed captions for Matt's voice for Point Source Audio in California in this example.





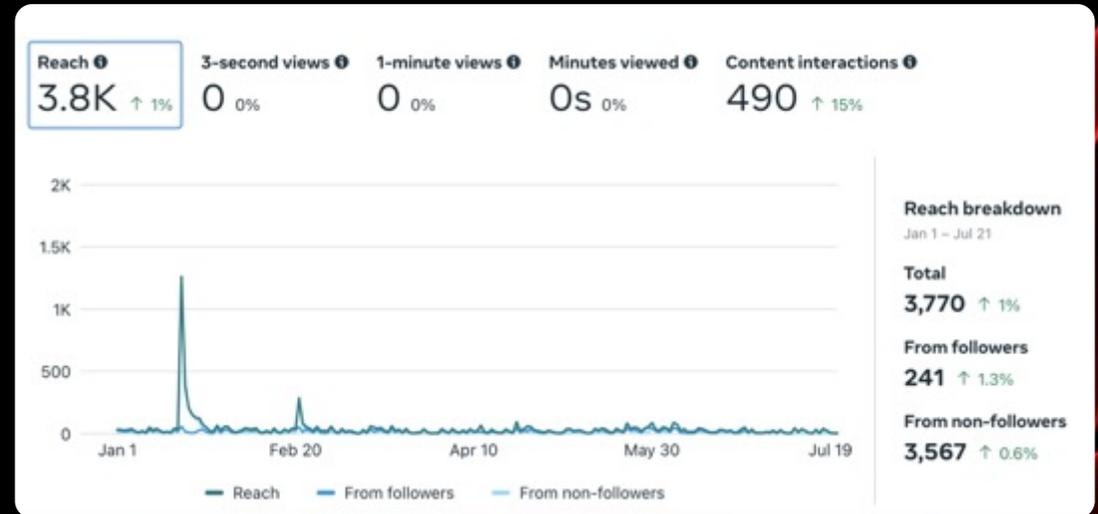
We take great pride in working with top-notch videographers that help us achieve our clients' goals. This example showcases an interview-style video for the Commonwealth of Pennsylvania's Tobacco Recovery campaign in 2024.

# Social Media Management

Facebook. X. Instagram. LinkedIn. Pinterest. TikTok. These are all platforms that our clients use to promote their organization or brand, and we help them achieve their goals through organic and paid advertising campaigns. Below, you'll see some Facebook Insights examples of a small business client's statistics, as well as a government-funded non-profit 501(c)(3) organic posting campaign.



June 2024 FB Performance  
Small Business Client



January-June 2024 FB Performance  
PA Government-Funded 501(c)(3)



# Virtual Training | “Loom & Zoom”



We believe that teaching our clients is a more effective approach to consulting. That's why we offer video training modules for specific questions or concerns.

We primarily offer virtual trainings with many of our clients by sending a [Loom.com](https://www.loom.com) link, and these videos can be converted into course or training videos if need be.

Of course, we also meet with our clients via Zoom (or their preferred video chat software such as Teams, Google Meet, etc.) and spend time teaching them what they need to know so we can work together more easily.



# Outreach Campaigns | **Email & SMS**

Through platforms like Mailchimp and Constant Contact, we are now able to reach our recipients through two very effective mediums under one digital roof:

E-mail and SMS texting.

We can reach our clients' email lists with newsletters and announcements with the few clicks of a mouse, and track the efforts of our marketing strategy by seeing open rates, clickthrough rates, and more.

Alternatively (or simultaneously), we can send a text message and ping thousands of mobile phone users right in their pockets with a message, image, and or link to achieve our clients' marketing goals.

For this reason, Cassus Media is proud to be an official



...although we'll work with our clients' preferred platform. :)



# Strategy & Consulting | **Our Advice**

We believe in the clients that we choose to work with.

We haven't taken on every client, and we've had to part ways with a few.

We don't know everything, but what we do know how to do, we do it well.

**Quality is our goal, and accomplishing *your* organization's goals is our mission.**

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Our leadership team is here to make sure that you accomplish the things that need to get done to help you further your organization in whatever way it measures its success. Whether you choose to bring us in as an attached marketing team, order services à la carte as needed, or simply ask us for our professional advice, we'll do our best to help you figure out and solve the digital problems that you may have.

After all, we are **Cassus Media | Digital Marketing Solutions®!**

# Wrapping It Up | **About Us**



Paul Cassarly is the co-owner and President & CEO of Cassus Media LLC. After attending Penn State University as a trumpet & music education major for two years, Paul decided to serve his country; he served in "The Commandant's Own" U.S. Marine Drum & Bugle Corps as a 5512 soprano bugler until 2015.

He founded Cassus Media in 2017, and finished his Bachelors of Professional Studies from Berklee College of Music in 2019. He currently participates in multiple historical brass events, and is training to be a professional performer outside of his business duties under the direction of a renowned private teacher in Chicago.

Paul is the primary driver of Cassus Media's internal operations, sales, and day-to-day tasks while learning how to delegate effectively in the face of rapid organizational growth from within.

Fun fact: Paul is a big fan of penguins, but figures that nobody would figure that out with Cassus Media's branding endeavors.



Jeffrey Wilson is the Vice President and COO of Cassus Media LLC. As a seasoned entrepreneur and sales executive with 28 years of success and experience, Jeff began his career in the hard-driving advertising sales markets of Erie, PA, Washington, DC, and State College, PA.

Jeff's startup Marketdrive Marketing created one of the first File Transfer Protocol applications in the television industry to allow advertisers to email broadcast-quality commercials across the internet, which in 2007 was ahead of the curve. Jeff worked with a network of digital information screens in the waiting areas of medical specialty offices which eventually sold to Accent Health, then again to Health Media Network. He now consults and invests in a few businesses outside of his own business ventures.

For the past 3 years, Jeff founded an innovative tax credit business facilitating the Pennsylvania Educational Improvement Tax Credit program through a network of private and public schools in Pennsylvania. Jeff lives in Bedford, PA with his wife and daughters. His favorite quote on entrepreneurship is from St. Augustine, "You plan a tower that will pierce the clouds? Lay first the foundation of humility."



## **NAICS CODES:**

541613 (Marketing Consulting Services)  
454110 (Electronic Shopping And Mail-Order Houses)  
512110 (Motion Picture And Video Production)  
512191 (Teleproduction And Other Postproduction Services)  
512290 (Other Sound Recording Industries)  
519130 (Internet, Broadcasting & Web Search Portals)  
541870 (Advertising Material Distribution Services)

## **VENDOR INFORMATION:**

DUNS: 105519530  
UEI: RKGEVNTM9AL8  
CAGE: 9AKZ7  
PA VENDOR (NEW): 557274  
PA VENDOR (Old): 549873  
MD VSBE CERTIFICATION #: VB24-062963  
MD VET VERIFICATION #: RKGEVNTM9AL8



**BBB Rating: A+**

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## **COMPANY INFO**

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**Email:** [support@cassusmedia.com](mailto:support@cassusmedia.com)

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**Thanks for listening!**

