



## **Website Content Creation**

Silver Barrel Solutions | <http://www.silverbarrel.com>

### **Welcome!**

Silver Barrel Solutions is a creative advertising agency based in Victoria, British Columbia that takes the difficulty out of marketing your brand. We offer a wide range of services including corporate branding, website design and development, print design, website hosting, and professional writing.

At Silver Barrel Solutions, we believe that both appearance and functionality are essential when positioning a brand and communicating a distinct message. In a few words, we deliver advertising solutions that look fantastic, and they work.

The Silver Barrel team is also in tune with current industry trends which enables us to deliver the most effective visual solutions combined with innovative technological backing. Whatever the industry, we develop up-to-date solutions that allow our clients to position themselves ahead of their competition.

Take a moment to get to know Silver Barrel Solutions and see what we can do for you. Browse our work showcase, get to know our team, or contact us to start your project today. We look forward to being part of your company's growth!

### **What Can We Do For You?**

Silver Barrel Solutions is versatile and structured to apply our creative solutions to any industry. Our ability to offer a wide range of services is afforded by the talented network of professionals that work with us. We understand that each project is unique, and only employ the most qualified representatives to execute each aspect of the job.

We also understand that in today's competitive market, it's necessary to adapt to trends and technologies. For this reason, we've taken the time to become experts in the newest, most influential advertising solutions. Silver Barrel Solutions endeavours to offer leading edge creative solutions so that we're able to grow with our clients.

Whatever your company's advertising needs may encompass, Silver Barrel delivers the creative solutions that are functional and look great.

Please browse the links to the left to learn more about some of the services we offer.

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## **Website Development**

A strong online presence will position you ahead of the competition. Silver Barrel Solutions puts as much of an emphasis on the artistic design as the technological aspects of your website. A custom website designed and developed by Silver Barrel Solutions is visually stunning, backed by solid, up-to-date code and thoroughly tested to ensure browser compatibility and W3C compliancy. Our websites are also built with the fundamentals of organic Search Engine Optimization.

Silver Barrel Solutions designs and develops any size of website, from entry-level brochure sites to more advanced, dynamic sites that implement online applications such as content management systems and e-commerce solutions. Whatever the scope of work, we make it easy for our clients by offering in-house design, development, content writing, hosting and management.

## **Social Media Marketing**

In a technology-based world, social media has evolved as one of the integral marketing tools for businesses. When implemented correctly, networking tools such as blogs, e-mail campaigns, newsletters, and third-party resources such as Facebook, Twitter and LinkedIn (to name a few) can greatly improve awareness of your company. Talk to Silver Barrel Solutions today about strengthening your online presence through a social media marketing campaign.

## **Corporate Branding**

At Silver Barrel, we know that an impactful business identity is the foundation of a successful marketing campaign. Corporate branding is the process of developing this identity and depends on a recognizable logo – the visual representation of your business. Your logo, along with your slogan, stationary, and any other means through which the public comes into contact with your company, are your brand. This is how clients and prospects will distinguish you from the competition.

Whether your business is starting out or needs a brand makeover, Silver Barrel Solutions will consult with you and your team to get to know your business and its goals. Then we will work closely with you to develop a distinct identity that will communicate your corporate personality to your target market. A strong corporate brand will increase the value of your advertising by unifying and solidifying your message.

Get recognized by developing your corporate identity with Silver Barrel today.

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## **Website Application Development**

A visually impactful website is always a focus but often the requirements of a more robust solution are necessary. At Silver Barrel, we have the resources to consult and develop a wide range of website applications to allow your business to take full advantage of internet technologies. Whether it's a content management system, an e-commerce solution, online project management software, or other custom applications, Silver Barrel has the answers. Contact us today and we would be happy to schedule a consultation with you and your team.

## **Print Media**

Silver Barrel Solutions has strong background in designing professional print media. Ultimately, any print solution has to look good, but it also has to be designed with experience and must offer a consistent, well-written message. From business card and letterhead design to more encompassing projects such as annual reports or corporate overviews, Silver Barrel can effectively deliver your message. Our designers are experienced in the latest publishing standards and technologies and will work with you throughout the process to ensure that you are completely satisfied with the final project before it goes to print.

## **Marketing**

To complement any of our services, we offer a variety of customizable marketing consultation packages. With over 10 years experience in the field, Silver Barrel's marketing consultant can help build strategic marketing communications, advertising or promotional plans, and evaluate all of your marketing activities.

Consulting with our marketing professional can help you focus your strategy, ultimately saving you time and money. Whatever the size of your business or budget, our packages can be tailored to fit your needs. Contact us today and we'd be happy to arrange a consultation with you and your team.

## **Photography**

Choosing the right images to accompany your advertising materials can be a difficult but integral part of the process. Silver Barrel has a vast resource of stock photography, and are experts in Photoshop editing and post-processing of photography. Have an existing photo that needs some work? No problem! We also have the ability to shoot custom photography for your specific needs. From portraits to product shots, we have you covered.

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## **Professional Writing**

In today's market, how you convey your message is just as important as what you say. Silver Barrel believes that strong design must be accompanied by a concise message that engages your target audience. To save you time, our in-house writers are specialized in writing and editing web content, speeches, press releases, slogans, and copy writing for a variety of materials such as brochures, advertisements and corporate publications. Whether it's existing writing that you need us to look over, or a few rough ideas that you've thrown together, we'll make sure the end product is polished and professional.

## **Website Hosting**

We've experienced firsthand how frustrating and complicated website hosting and domain management can be when you have to do it yourself or through a third-party provider. To meet our goal of 'making it easy,' Silver Barrel Solutions runs its own servers and deals with the technical details so you don't have to. We offer a variety of hosting packages, full domain registration and management services, e-mail solutions as well as software installation and configuration. Tell us what you need and we'll take care of the rest.

## **The Silver Barrel Strategy**

At Silver Barrel Solutions, our goal is to make our clients' advertising experience both easy and successful. We treat every project with the utmost professionalism and expertise, a standard that can only be attained by seasoned professionals. This is just one of the reasons why Silver Barrel clients trust us to help them convey a unified message to their customers and prospects.

This experience, combined with our dedication to visual creativity and functionality, allows Silver Barrel Solutions to exceed the standards for advertising excellence. At Silver Barrel Solutions, we're proud of this commitment and the results that it produces.

At Silver Barrel Solutions, we take the difficulty out of communicating our clients' brands. To start your project, please contact us today.

## **The Silver Barrel Team**

Silver Barrel Solutions is comprised of a network of specialized professionals dedicated to providing successful and functional advertising solutions tailored to our clients' individual needs. Whether you are looking for website design and development, print media, application development or professional writing, our team of experts has you covered.

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We're proud of the depth of the Silver Barrel team. We excel at each aspect of our creative solutions while maintaining a high level of personal service, which is the reason why Silver Barrel Solutions delivers the best possible product for each client. It's also the reason why our clients trust us to return year after year.

Please browse the links to your left to learn more about the Silver Barrel team.

### **Our History**

Silver Barrel Solutions was officially formed by Scott Morrish in the winter of 2005, but the company's history dates back much earlier than that.

In 1999, EdgeFlow Media was quickly gaining momentum as a prominent advertising and design firm. As the company continued to grow, it became apparent that an in-house website hosting solution was needed. Servers were set up, clients were allocated space, and Silver Barrel was in the hosting business!

As business continued to grow for EdgeFlow Media, the need to spin off the hosting division became increasingly apparent. In the fall of 2004, the EdgeFlow Media team decided to create a new, distinct identity for their hosting business.

Silver Barrel Solutions was officially launched on May 26, 2005. At the time, Silver Barrel Solutions was designed as a division of the creative advertising agency, Edgeflow Media. Its mandate was to provide domain and hosting related products for EdgeFlow clients.

Over time, Silver Barrel Solutions grew as a result of the expansion of Edgeflow Media, and now encompasses a network of designers, developers, writers and marketing specialists. At Silver Barrel Solutions, we're thrilled to have the technical and creative resources that make us unique. We look forward to every opportunity for growth.

### **Our Work Showcase**

At Silver Barrel Solutions, we're always proud to show off our diverse portfolio. Our print and online advertising solutions are creative, compelling, and pleasing to the eye. The development and design of each piece of work is constructed to push creative and technical boundaries while providing functionality – advertising solutions that our clients can effectively use.

We invite you to browse the links to the left to view different examples of work we've done. We're sure you'll be impressed.

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## **Client Testimonials**

Everyone loves hearing what a great job they've done, and Silver Barrel Solutions is no exception. We produce creative advertising solutions that both our team and our clients are proud of. As a result, many of our clients choose Silver Barrel Solutions year after year, and recommend us to their friends and colleagues. No feedback is more valuable than this.

We take pride in every project regardless of scope, so we're ecstatic when our clients speak highly of our work. Below are just a few examples of what our clients have said about us.

## **Silver Barrel Clients**

Silver Barrel Solutions is a Victoria-based creative advertising firm with a solid client base on Vancouver Island. As we've grown over the years, our team has also seen success beyond the West Coast. Now, the Silver Barrel client list crosses both geographical and industrial borders. Our clients are from across Canada and the United States, ranging from small business to corporate and everything in between.

At Silver Barrel, we enjoy meeting our clients and understanding their business and marketing goals regardless of where they are located. If a client is located in the Greater Victoria Area, we'll sit down with them face to face. If they're further away, we use technologies such as video and conference calls, email, and online meetings to provide the same level of personal service. Distance doesn't have to mean impersonal, and Silver Barrel clients know this.

Please take a moment to see who we've worked with.

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