

# WE HELP SMALL BRANDS THINK BIGGER

Hand-crafted digital marketing, web development, and back-end solutions for high-touch, high-impact brands.

[WORK WITH US](#)

## Digital marketing is a messy business.

Between websites, social media channels, email campaigns, sales funnels, and blogs, the digital ecosystem has never been more interconnected. It's never been more automated. It's never been more software dependent.

With so many platforms, content demands, and data downloads, many growing businesses are left wondering—when it did all get so damn complicated?

SIMPLY PUT:

## It doesn't have to be.

At Craft52, we offer a full suite of digital marketing, web development, and strategy services to amplify your story, build on your existing strengths, and catapult your business to the next level.

## Our simple solutions get it done.



DIGITAL STRATEGY & REPORTING

### Excite your growth

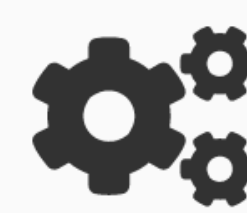
Sustainable *and explainable* strategies that connect your business to the people it benefits most.

[START GROWING](#)


WEBSITE DESIGN & DEVELOPMENT

### Anchor your brand

A website that works as hard as you do (and then some)—so you can focus on everything else.

[START BUILDING](#)


MARKETING SYSTEMS

### Engage your engines

Real-life, real-time, real-fast applications, workflows, and digital channel executions done right.

[START PRODUCING](#)

“DIGITAL MARKETING ISN'T ABOUT PERFECTION—IT'S ABOUT CONSISTENCY AND SUSTAINABILITY. **KEEP IT SIMPLE. DO GOOD WORK.**”

**KEVIN LUBY, FOUNDING PARTNER, CRAFT52**

## OUR STORY

### Two ex-magazine guys walk into a bar...

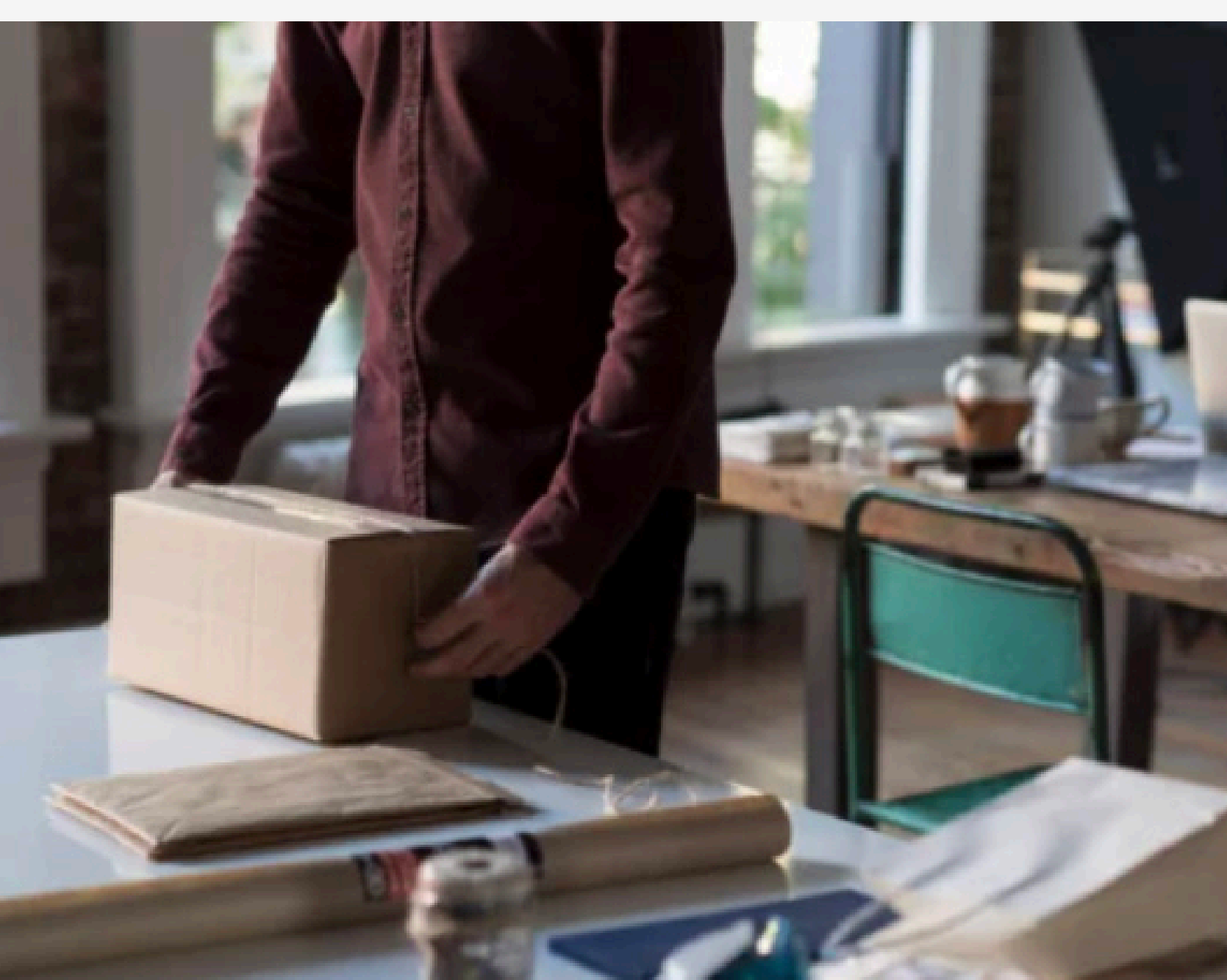
We're sure we're not the only digital agency that started with two friends and a couple of beers, but we may be the only one determined to stay that way. We happen to love having a small team, low overhead, and a short list of clients—it makes it all the easier (and faster!) to dig into the juicy why behind the what of each business. From there, we can mine what it already has, build what it actually needs, and grow it from the perspective of two steps ahead.

There are plenty of digital agencies who can do what we do, but few can do it with the lean, scrappy tenacity of a team hell-bent on proving you can do more with less—if you know what works and where to pay attention. And we do.

MEET THE TEAM



## CASE STUDIES



### DAVE & MATT'S VANS



## Get the latest.

For the occasional off-the-cuff nugget about digital marketing, e-commerce, code, software, and the like.

[LAYING BRICKS: THE CRAFT 52 BLOG](#)

KEEP IT SIMPLE. DO GOOD WORK.

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# DIGITAL STRATEGY & REPORTING

## TURN YOUR E-COMMERCE HEADACHES INTO AN AUTOMATIC SUCCESS STORY.

Sustainable and explainable strategies that connect your business to the people it benefits most.

Digital marketing challenges are naturally complex—but they only become Pandora's box if you try to solve them all at once.

### Here's our clear-cut approach:

#### First we identify, then we amplify.

To create a strong, sustainable digital strategy, we always start with your strengths

#### Then we pick our battles.

No digital hill is worth dying on. We'll find what will make the biggest impact first, and then head to the next.

#### And we never stop executing.

We optimize each result with the next result, prioritizing consistency for sustainable performance.

START YOUR DIGITAL  
STRATEGY

WHAT WE DO &

## HOW WE GET IT DONE



ECOMMERCE STRATEGY

### Drive growth.

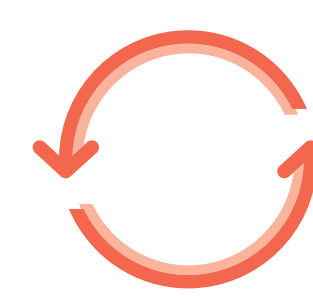
Ecommerce Sales, Traffic, Conversion Rates, Lead Capture — you tell us the metric that matters, and we'll build a strategy to get you there. Don't know? We'll help you figure it out.



CONTENT STRATEGY

### Activate your assets.

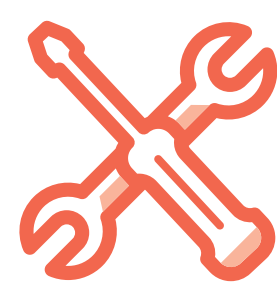
So much brand content just sits on a hard drive underutilized, or unused completely. We'll help you activate it with purpose—and with great results.



SYSTEMS STRATEGY

### Sync up software.

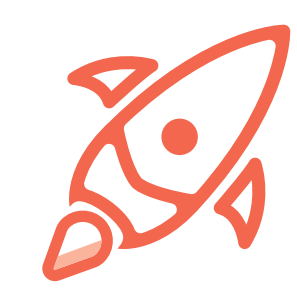
There's a marketing SaaS platform, API, or integrator for just about anything you can imagine. We know how to build them, connect them, and use them.



CHANNEL STRATEGY

### Put tools to work.

The internet is full of gizmos, doodads, and promises. We cut through that noise and identify the sustainable, scalable levers that are the best fit for your business.



BUSINESS REPORTING

### Deploy data.

How well do you really know your customers? Our ecommerce and business intelligence tools to get real, actionable insight into what works—and what's a waste of time.



BRAND PARTNERSHIP

### We mean B2B.

At Craft 52, you won't deal with sales guys, project managers, quotas or kickbacks. You'll only work with the people behind the strategy and the work—and **that's us.**

## PAPPY & CO

CASE STUDY



KEEP IT SIMPLE. DO GOOD WORK. [WORK WITH US](#)

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