

Media Genesis Company Overview

- Media Genesis was founded in 1996 (24+ years in business)
- Managed first Google Ad buy in 2005 & have managed hundreds of campaigns and client accounts from 2005 to present
- Own and operate out of a 35,000 square foot facility in Troy, MI – committed to Michigan
- Approximately 30 employees on staff
- As a Privately held Company Media Genesis does not disclose annual sales. Individual client engagements range from a few thousand a month to more than \$1million a year



Geographic Delivery Footprint:

- Media Genesis is headquartered in Troy Michigan and operates out of a 35,000 sq. foot building owned by the principals of Media Genesis
- Media Genesis delivers work worldwide with its salaried and contracted resources. 95%+ of the work is performed in-house and done domestically with a salaried work force

Customer Base:

- MG has approximately 200 customers across the US and worldwide
- Clients past and present range from American House Senior Living, Lockwood Senior Living, Area Agency On Aging 1-B, FCA, GM, Ford, Warner Bros, Disney & many more.

Partner Alliances (tools/partners/strategies):

- In operation for over 24 years, providing web and digital services there are many tools, partners and strategies to use.
- Media Genesis is technology agnostic. We identify the tools and platforms that will best service our clients based on the consultative intake.

CoE/Competency Centers:



Web



Mobile



E-Learning



Design



Video



Strategy



Development



CMS



Social



Digital Advertising

Our Experience

AAA 1-B

Area Agency on Aging 1-B (AAA-1B) is a non-profit organization that serves over half a million seniors, caregivers, and people with disabilities in Southeastern Michigan.

AAA 1-B needed a new look for their website that better told their story and had easy-to-understand navigation. They understood that a responsive design with clear calls to action would engage their users and create a more meaningful experience. Lastly, AAA 1-B wanted to better integrate content-oriented features, like blog posts and articles, into their site so that they could be promoted and shared.



At the beginning of this project, we worked extensively with AAA 1-B to understand how a typical user interacts with the site and what the most sought-after web pages were. Our findings allowed us to determine the ideal order for the navigation and helped us create two interior page templates that featured a much smoother flow compared to the previous structure. In addition, we included several content block options on the homepage in order for users to be able to quickly navigate to the areas they wanted.

For AAA 1-B's new design, we created various options for the team to choose from. Once they chose a design, we did several rounds of revisions to ensure the design was exactly what our client wanted. We created a responsive website and ensured that their website functioned properly on desktops, mobile devices, and tablets.

We also worked with AAA 1-B on two of their other sites: myride2, a senior transportation service, and Michigan Home Care Guide. We created these two sites and provide ongoing maintenance and necessary CMS updates for them. The logos of these sites are included on the AAA 1-B homepage so that site visitors have quick and easy access to these relevant resources.

URL: <https://aaa1b.org/>

American House

American House is a senior living network with communities in Michigan, Illinois, and Florida. Founded in 1979 in Westland, Michigan, the company has grown to more than 50 communities, becoming a leader in senior living. They offer care and services like Independent Living, Assisted Living, Memory Care, Respite Care, and Hospice Care, and are dedicated to providing quality care for seniors and their families.



The previous American House website wasn't mobile-friendly and had an outdated design. The Content Management System (CMS) wasn't flexible enough to allow the American House team to make edits to the website whenever they needed. Creating a CMS that was user-friendly and easy to manage was imperative to the American House team. In addition, the previous website navigation was challenging for users.

The site had two sets of navigation, one for the corporate website with general information about American House and then a completely different set of navigation for each of the 50+ communities. When a user found a community they were interested in, and then navigated to that community, the only way to get back to the main corporate site (and to search again for communities) was by clicking specific buttons on certain pages.

With the development of a new website, Media Genesis provided:

- User friendly CMS for the Corporate Office & individual communities to make easy edits to individual sites
- The new site helps this client keep their corporate brand consistent, yet gives individual locations control to make edits, add resident activities & more
- The new mobile responsive site has produced an increase in traffic, reduced bounce rate, & increased time that visitors are spending on their site.
- Site offers a two-tiered navigation system between corporate & community pages.
- The site consists of 50+ community micro-sites

URL: www.AmericanHouse.com

Detroit Symphony Orchestra

Media Genesis has worked with the Detroit Symphony Orchestra since 2008. Since the inception of the relationship Media Genesis has helped the DSO in a number of ways, including re-architecting of systems, development of a custom content management system, creating experiential web content, aiding in the online broadcasts of live performances, and creating a highly transactional funnel for online sales. Our experience includes:



- Seamless website experience, between the website’s “front end” and Tessitura
- Intuitive architecture and purchasing paths for subscriptions, single tickets, donations and merchandise will within the framework of the existing site, to provide patrons with the ability to easily access any other part of the site while in the purchasing path
- Easily combine subscription, single ticket, donations and merchandise transactions in one cart
- Option to purchase multiple ticket types for one concert (i.e. adult and child)
- Print at home ticketing for online single ticket and gift certificate sales
- Select-your-own seat from a visually clear, appealing and proportionately scaled map
- Promo codes and discounting for subscriptions, single tickets, and merchandise
- Mobile ticket sales through the DSO mobile app, powered by InstantEncore
- Easily accessible and dynamic calendar system with multiple user preference settings

URL: www.DetroitSymphony.com

Public Lighting Authority

The Public Lighting Authority of Detroit is working hard to restore light to the hundreds of blocks in Detroit where street lighting had gone dark and needed a new website to convey that message and mission.

Media Genesis worked with the PLA to design a new site that was easy for residents to use to see what lights were being restored, report outages, read about the plans and stay interactive with the organization. Additionally, Media Genesis designed and built the site to be responsive on mobile devices, and the site has a WordPress Content Management System so the PLA can update the site as fast as the work they are doing!

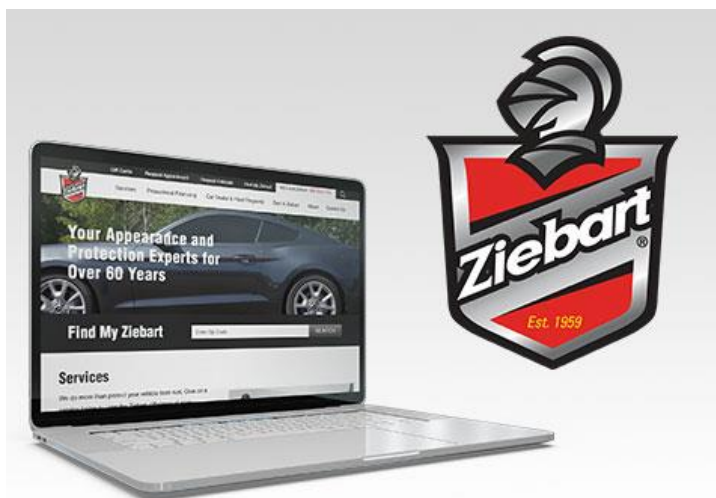
URL: <http://www.publiclightingauthority.org/>



Ziebart

Ziebart International Corporation is a company that specializes in vehicle appearance and protection. Media Genesis was tasked to design and build two new websites for Ziebart's Retail and Franchise enterprises.

This project was broken down into three phases: Analysis, Design, and Development. In each of these phases, we identified Ziebart's most pressing needs and focused on addressing them. The result is a website that not only represents the diverse services Ziebart offers, but also speaks to the interests of their customers.



This project also had a large number of stakeholders within Ziebart Corporate and Ziebart Franchise. A group of 10 key decision-makers provided input for the corporate website, and the franchise website was reviewed and tested by an assortment of franchise dealers in order to represent a wide array of voices and inputs.

The analysis phase began by pulling data to create a metrics report, which displayed a vast assortment of statistics such as monthly users, page views, mobile vs. desktop usage, traffic channels, and more. This information was then used to develop a benchmark and market study report. This study also included a number of Media Genesis recommendations, which acted as a foundation for the design and development phases which took place later.

Media Genesis worked with Ziebart's IT and internal development teams throughout the creation of the websites. It wasn't just the project and acct managers who were involved – a large, combined team participated in all technical meetings and discussions.

URL: www.ziebart.com