



Agency Overview

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Welcome to Chroma Studios //

The Mission of Chroma Studios is to create strategic business and marketing solutions for companies and organizations ready to power up their brand and leverage technology for growth.

We strive to build long-lasting partnerships through expertise, integrity, and dedication to your success.

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Development &
Design Agency

Chroma Studios

OUR VALUES

- ∨ perform every task with integrity and communicate honestly.
- ∨ dedicate yourself to excellence, to the team, and to the success of our clients.
- ∨ never stop learning, sharing, and pushing the envelope of the possible.
- ∨ be creative and always think outside the convex isogonal non-prismatic solid.



Our Vision

Our vision is to provide a higher standard of design and development for our clients. Our goal is to deliver exciting solutions that help you grow your business to new levels, achieve higher profits, and save money, time, and aggravation.

The future of technology and digital marketing belongs to those who can navigate the seas of constant change. Through ongoing education, collaboration, and creative thinking, our team embraces invention and innovation to ensure your continued growth and success.

CREATIVITY



About Our Agency

Chroma Studios is an award-winning digital marketing agency which has been serving clients in the Pittsburgh region and beyond since 1999. We have a long history of providing outstanding customer service to our clients.



Our History

Chroma Studios grew from the passion two people had for the success of small businesses in their local community.

In 1999 Jane Noel, our founder, was in the business of teaching people computer skills. Given her extensive background in art, and the needs of the times, this business quickly evolved into a website development company. Jane brought her husband Scot, a published author and game developer, on board. As natural creatives with technical skills, Jane and Scot put their talents in art and writing to use when they launched CME, a company known for its graphics, web copy, and search engine optimization techniques.

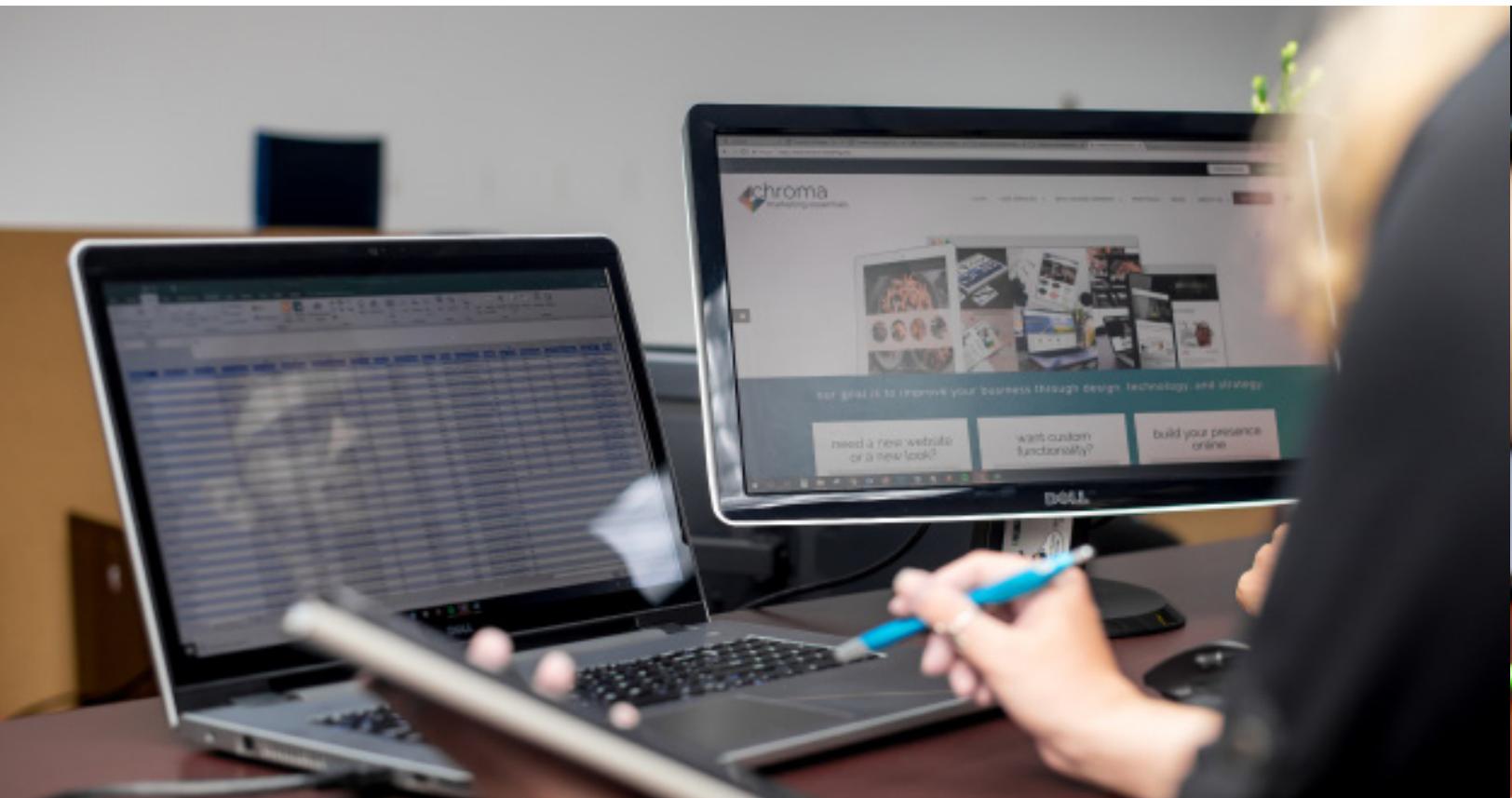
They worked together serving the local small business community at a time when it became imperative to have a digital presence. Through word of mouth and exceptional personal service CME took off, eventually becoming the full digital marketing agency Chroma Studios is today.

Lifelong Westmoreland County residents, Jane and Scot have been involved with a multitude of business groups and chambers of commerce, gone above and beyond to support the technology needs of local non-profits, continued to teach classes, and have maintained a strong commitment to supporting the arts.

Chroma Studios Now

Over the years our company has grown, and currently serves over 500 clients. The partnerships we develop with our clients are the heart and soul of what we set out to do. Our industry is highly competitive, and it can be challenging to find a great partner for your business. At Chroma Studios, we believe honesty, quality, and respect are the basis for a successful working relationship and exceptional results.

That original idea of teaching hasn't been lost along the way. At Chroma, we feel passionately that businesses have the right to understand the technology they use, pay for, and are affected by. We make sure our clients have the opportunity to become skilled, informed, and able to adapt to the changes in technology which affect them.



Our Solutions:

Chroma Studios is committed to working with our clients to inform them about the tools available in the digital marketing space to assist them in doing business. We have worked with partners in a variety of industries throughout the years and understand that each company will have differing needs. We strive to stay abreast of changes in available technology to meet our clients' needs based on their unique goals, customer base, and field.

In working with Chroma Studios, you'll find you have an available and informed partner who is dedicated to your success.



Get More Than Everyday Solutions.

COLLABORATION.

We collaborate with you, learning about your business and your customers so that we can deliver the most effective solutions.

YOUR SUCCESS.

Our job is to help you succeed. It's that simple. Sometimes this means recommending a new path forward.

OUR SOLUTIONS.

By leveraging technology, digital marketing strategies, and unique solutions, we harness the power of our expertise to help you grow!

Industries Served

Government and Community

- Boroughs
- Business Chambers
- Tourism / Events

Professional Services

- Accountants
- Law Firms
- Insurance Brokers

Industry

- Manufacturers
- Builders
- Suppliers

Hospitality and Food

- Restaurants
- Resorts
- Event Services

Healthcare

- Dentists
- Staffing Agencies
- Medical Professionals
- Medical Transportation

Commerce and Retail

- Clothiers
- Food Markets
- Cottage Industries

Non Profits

- Children's Charities
- Environmental Charities
- Local Historical Societies

{PARTNER}

What We Do:

You can go anywhere to have a website or digital ad designed but, unfortunately, that is often where the service ends. Websites, ads, and content are not an end product for us. We know that in order to see success in the digital realm you'll need an informed partner to help you keep pace.

Chroma has built its reputation on outstanding customer service. In an industry where many web developers just won't reply or make changes to your site, we've always found it important to be responsive and solve issues for our clients.

We go beyond our list of paid services. Chroma Studios is committed to being your digital technology partner.



800+

Website Designs



24

Years in Business



400+

Hosted Websites



12+

Industry Awards

Website Design & Development

At Chroma, we understand the challenges businesses face in today's fast-paced digital landscape. As an experienced website design and development company, we specialize in providing affordable tailored solutions that help businesses navigate technology and leverage its full potential to drive growth and success.

-  We feature responsive web design for universal mobility and high functionality.
-  Our websites utilize the latest SEO methods.
-  We allow for quick updates and ongoing maintenance to keep your site current.
-  Chroma websites are built with expansion in mind and always have the ability to integrate with customer portals, e-commerce, help desks, and more!



We believe that technology should be an enabler, not a barrier. Our team of skilled designers, developers, and strategists work closely with each client to understand their individual business goals, challenges, and target audience. By combining our technical expertise and our cutting edge designs with a deep understanding of your business, we create customized solutions that align with your objectives and drive tangible results.

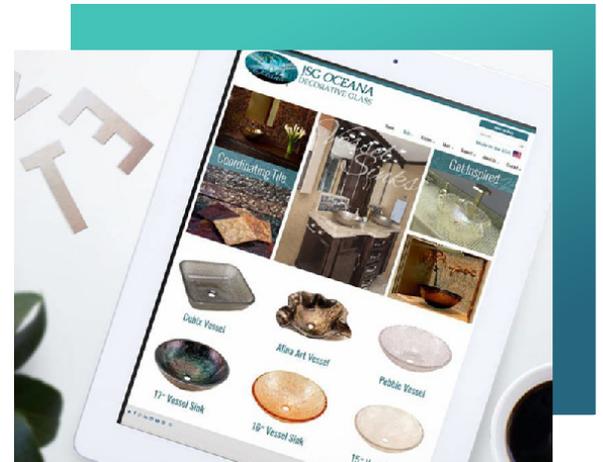
Every Business
Should Have a
Website That is
Tailored to Their
Unique Needs

E-commerce Websites & Strategy

We understand the unique requirements of online businesses.

Our e-commerce solutions are designed to enhance your customers' shopping experience, streamline operations, and drive sales. From shopping cart integration to secure payment gateways, we provide end-to-end solutions tailored to your specific needs.

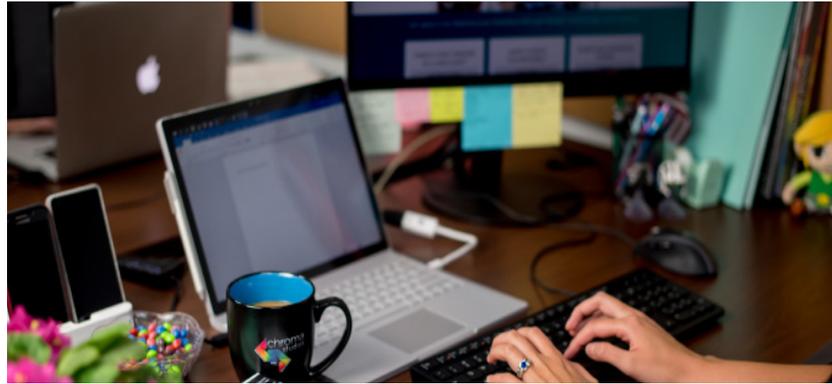
-  Influences purchase decisions: Most customers start their buying process by looking online!
-  Taps into Social Media: Customers use social media to research potential purchases.
-  Unparalleled Convenience: With a few clicks, a transaction can be completed on a phone, tablet, or laptop 24/7!
-  Broadens your brand: Expand your brand's reach by allowing more customers, potentially from all over the world, to purchase your products and services.
-  Offers a personalized experience: Utilize personal recommendations, order tracking, quick access to customer service, personalized rewards programs, and more!



How We Can Help

- >> store strategy & management
- >> marketing & product promotion
- >> brand strategy & product design
- >> custom modules, plugins & widgets
- >> ongoing support & maintenance
- >> ebay and amazon integration
- >> reliable enterprise hosting solutions
- >> logistics, fulfillment, & drop shipping

Our Website Approach



At Chroma, we believe in laying a rock-solid foundation for every website we create. Our approach is rooted in the principles of security, usability, and the use of vetted tools. We understand that a website is more than just a digital presence – it's a critical asset that represents your brand, interacts with your customers, and drives your business forward. That's why we prioritize the following key elements in our website development process.



Security First: Security is paramount in today's digital landscape, where threats lurk around every corner. We implement robust security measures to protect your website from potential vulnerabilities and cyberattacks. From utilizing secure coding practices to implementing SSL certificates and firewalls, we go above and beyond to ensure your website and your customers' data are safeguarded.

Usability for Seamless Experiences: User experience is at the heart of our website design and development philosophy. We create intuitive and user-friendly interfaces that guide visitors effortlessly through your website. Our experts conduct thorough usability testing to ensure that your website provides an exceptional experience across different devices and platforms. We aim to make navigation and interaction a breeze for your users, resulting in increased engagement and conversion rates.

Vetted Tools and Technologies: We understand the importance of using reliable and proven tools and technologies. Our team carefully selects and vets the tools and frameworks we work with, ensuring they meet our rigorous standards for stability, scalability, and security. By leveraging industry-leading platforms and technologies, we build a robust foundation that ensures your website operates seamlessly and efficiently.

Ongoing Maintenance and Updates: We don't stop at the initial development phase. We offer comprehensive maintenance and support services to keep your website running smoothly. Regular updates, security patches, and performance optimizations are carried out to ensure your website remains secure, up-to-date, and at peak performance. Our commitment to ongoing maintenance helps prolong the life of your website and minimizes any potential disruptions.

Education and Training: We believe in empowering our clients to confidently manage their websites. As part of our approach, we provide education and training resources to help you understand the tools and systems we implement. We offer guidance on best practices, content management, and basic troubleshooting, allowing you to take control of your website while having the assurance that we're here to support you whenever needed.

Website Growth Packages

Stay Ahead with Modern Designs and Cutting-Edge Technology

At our company, we understand the importance of having a website that not only looks great but also keeps up with the rapidly evolving digital landscape. With our services, you'll never have to worry about your website becoming outdated. We offer regular technical and content updates that reflect current website design trends, ensuring your site maintains a modern look and keeps pace with the ever-changing devices and technologies people use to search the internet.

Why Choose Our Growth Package?

Stay Current: We keep your website up-to-date with modern designs and ensure it remains compatible with the latest devices and technologies.

Expert Guidance: Our team of professionals will apprise you of significant technological changes and provide strategic advice to maximize their potential for your website and business.

Personalized Approach: We understand that every business is unique. We tailor our services to meet your specific needs and goals, ensuring a customized experience.

Dedicated Support: Our team is committed to your success. We offer ongoing support and maintenance services to ensure your website performs optimally and delivers the best user experience.

Future-Proof Solutions: We stay ahead of the curve and incorporate the latest technologies into our services, future-proofing your website and keeping you ahead of the competition.

Let Us Make it Easy: We will reach out to you to let you know when improvements are happening and when it is time for your redesign.

Say Goodbye to Outdated Websites!

With our services, you can leave behind the worries of maintaining an out-of-date website. Embrace modern designs, stay current with technology, and unlock the full potential of your online presence.

- Monthly technical updates to your website including plugins, themes, and core files.
- Quarterly updates to provided content and page layout to keep your site relevant and performing it's best for users.
- Regular updates on emerging technology and how you may be able to use it to improve your website and user experience
- Small site changes
- Hosting fees
- Website redesign every 2 years
- OPTIONAL: Quarterly Expert Written Content (Blogs, Articles, Webpages, and more..)

WordPress can be updated much the way Windows is updated on your computer, keeping the technology and security from falling behind. We offer a monthly or quarterly update program. This includes quarterly updates to themes, plugins, and core WordPress files.

Select from Monthly or Quarterly Update options. If you select to do updates on your own this will be covered in your WordPress class, but we recommend you make sure you feel comfortable with the procedure before attempting to do updates on your own.



Website Hosting & Email

Reliable Fast Website Hosting

We offer affordable hosting options for our clients while still providing hosting that is dedicated to WordPress websites and offers many benefits over other hosts. Our WordPress hosting is:

Super fast. Speed is a big issue for WordPress users. By having fast servers, with proper setup, WordPress sites that we host consistently score above a 70 on Google Page Speed tests.

Super Secure. Security is another concern for WordPress users. Hacking attempts on WordPress sites are nearly constant. To protect against this, our sites are hosted on servers with measures in place to block these attempts from happening. If a hacking attempt is made on your site, there are measures in place to instantly restore your site.

Added benefits:

Free SSL Certificates

USA based

Daily backups

Outstanding Technical Support

Need Business Email?

Chroma offers email services for any size business. Through our partnership with AppRiver/OpenText, we can provide full service Microsoft 365 licensing and support – including monthly or annual Microsoft Office products along with Threat Protection, Secured Email Messaging, backups, 50 GB of space per user, and more.

For a less expensive option, we also host our own SmarterMail server through a dedicated datacenter. Smartermail works well on computers and phones. It's backed up daily, and runs antivirus protection and spam filtering. It's ideal for smaller businesses that don't need all the bells and whistles of a Microsoft 365 subscription.





Our Dedication to Community & Education



To remain successful in the world of technology, it is essential to embrace ongoing education. With the exponential rate of change in the digital world, the future belongs to those who can see what's next. That's why continuing education is one of Chroma's core values.

Chroma Studios began as a computer education company, providing hands-on training for anyone interested in learning how to get the most out of their home or business computer. We continue to embrace the value of sharing knowledge.

Toward that end, we are dedicated to empowering our clients with practical, hands-on training that allows them to make the best decisions about their digital marketing and software solutions.

Chroma offers classes in WordPress, Google Analytics, and much more.

WordPress Training

Get an individualized Zoom training class with one of our staff. Through a screen share, you'll learn what you need to know, and your questions will be answered during this hands-on training session. Some users want to know the basics of how to make updates, backups, and basic text changes. As mentioned previously, you may want to handle WordPress tech updates on your own. Other users have mastered these tasks and want to learn the intricacies of the theme, adding new sections to the site, and more. Others want to know more about how their ecommerce store works so they can easily add and remove products. Our training is focused on what you need

WordPress Support and Website Maintenance

WordPress is designed so that you can make updates to your website. Still, sometimes, you need help with a problem, want to add something to your site, or you just don't have time. We have a ticketing system where you can request updates and changes to your website for an hourly charge. It's easy to use – send an email to support@chroma-marketing.com to create a new ticket. You'll get an automated response back with a ticket number. If you use that email to reply back, it falls into the ticket. There is no minimum – we charge just for the time we spend. So, if a task takes 15 minutes, we charge 15 minutes. Invoices are sent at the end of the month. Small requests are handled in 2-3 days. If it involves more communication and planning, you'll be notified. Priority requests are available.

Design & Branding

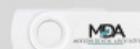
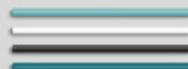
Our Award-Winning designers rule, delivering proven, engaging concepts from logo & print design to powerful branding strategies.

Branding is the promise you make to your customers, along with how you want the public to think of your company. Design is the art of bringing your promise to life visually.

For businesses of any size, exceptional design is essential to making an outstanding first impression that leads to measurable growth. For smaller businesses with limited budgets, the power of design helps their marketing dollars have a greater impact.

At Chroma, we've developed a unique process of successful branding, a method to effectively analyze your business and develop an engaging brand that speaks to your customers.

We create a cohesive and consistent design and branding package, including your logo, company colors, fonts, and the look & feel of your business cards, marketing materials, specialty items, and website.



Design Powers Growth!

Digital Advertising

Reach the right audience, at the right time, on the right platform, with the right digital advertising strategy.

Chroma offers complete account management services for companies large and small. We believe in transparency in results and provide comprehensive monthly reporting with ongoing observations and recommendations to help achieve the maximum ROI on your advertising investment.

At Chroma Studios, we respect your budget and your spending decisions.

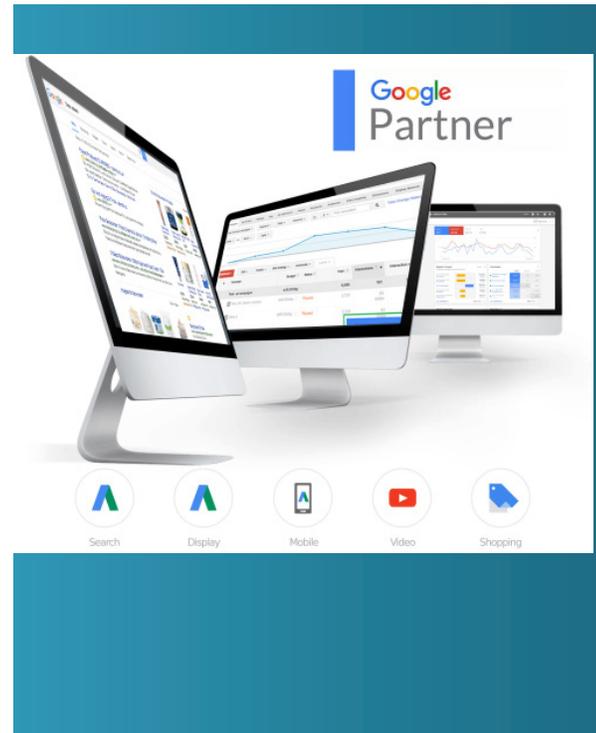
We are a Google Partner Agency, and our Google ad specialist has extensive experience managing ad campaigns and making ongoing recommendations.

Our goal is not to impress you with qualifications, but to give you the confidence that working with our highly trained, experienced digital marketing team is the right move. We put our skills to use for businesses like yours every day!

Google Ads is a Pay-Per-Click (PPC) platform providing businesses with the opportunity to advertise their services on Google and across the Google Display Network. YouTube advertising takes advantage of over 5 billion online video views per day.

With a properly structured PPC campaign, you pay only when a visitor clicks through from the ad to your website or a specially designed landing page. Types of Ads advertising include search ads, graphic banners and image ads, YouTube video advertising, and Google Shopping.

At Chroma, we help you to define and target your audience, identify the competition, and develop an advertising strategy consistent with your brand. We utilize analytics to determine the effectiveness of your ads and strive constantly to improve them!



Contract Free. Certified Specialists. Advanced Technology. Great Results.

Google Ads
YouTube Video Advertising
Geo Advertising

Content Development & Email Marketing

Content is crucial to website marketing today. By crafting compelling, valuable articles and narratives that engage the interest of your readers, you earn trust with your audience. Research shows that the more content your audience consumes, the more likely they are to buy from you. Here are a few more reasons why you should invest in content marketing:

- 📈 Websites that produce regular content receive 8x more traffic.
- 📈 Content marketing costs 62% less than outbound marketing.
- 📈 Content marketing generates 3x as many leads as outbound marketing.
- 📈 Content marketing adopters have nearly 6x as many conversions as non-adopters.
- 📈 Content marketing enhances your email marketing and social media marketing efforts.

Content marketing is budget wise and more effective than traditional forms of advertising. It is also proven to influence conversions. Our content marketing services develop material that drives results and enhances your entire online marketing presence.

Marketing is no longer about
the stuff you make,
It's about the stories you tell.

Blog Posts

Article Writing

White Papers

Case Studies

SEO Content

Press Releases

Content Writing for Print



CONTENT



E-MARKETING

“ Before finding Chroma Marketing Essentials, we were using multiple companies to handle our marketing, and we had to provide all of the content. CME was exactly what we were looking for - a full-service, one-stop-shop solution for all of our marketing needs.

—Danny Skinner, Protec Recycling

Campaign tracking & monitoring

Track activity and results from your emails and receive detailed reports and recommendations for success.

Targeted email blasts & offers

Deliver short e-blasts and personalized messages to targeted contacts to let them know what you are offering.

Drip campaigns & auto responses

Design targeted, automated email drip campaigns pointed at people's unique interests.

e-Newsletters for existing customers

Stay in touch with existing customers and those interested in your business by sending regular e-newsletters.

The goal of email marketing is to move your customers and prospects from one stage of your sales cycle to the next. Crafting engaging newsletters and emails helps you stay on their minds and motivates them to try your products and services.

Videography & Photography

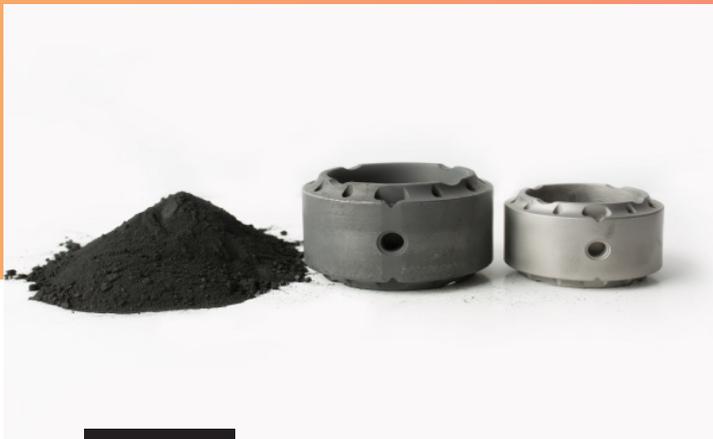
The Power of Sound and Vision

Did you know that YouTube is the world's second most popular search engine after Google?

Clearly, the influence of Internet videos is too substantial to ignore. With professionally shot and produced videos, we enliven your brand and engage your audience using the magic of innovative sound and vision.

High-quality digital photography elevates all of your marketing venues and inspires confidence in your products and services.

At Chroma, we utilize cutting-edge digital photography and video to strengthen the message of your brand!



Marketing & Technology Consulting

At Chroma, we thrive on supporting and partnering with businesses and nonprofits that are experiencing the challenges of growth. We understand the pain points that come with expansion, and our mission is to provide a strong helping hand to overcome those hurdles. By collaborating closely with our clients, we identify technology and marketing solutions that break through bottlenecks, enhance efficiency, and fuel sustainable growth.

We understand that businesses today face a complex and ever-changing landscape when it comes to marketing and technology. That's why we offer comprehensive consulting services to help you navigate these intricacies and unlock your true potential. Our team of seasoned experts brings a wealth of knowledge and experience in marketing strategies and cutting-edge technologies.

Through our consulting services, we provide tailored guidance and actionable insights to optimize your marketing efforts, streamline operations, and harness the power of technology to drive business growth. Whether you need assistance with digital marketing strategies, technology infrastructure, data analytics, or customer experience optimization, we are here to guide you on your journey towards success.

With our consulting services, you can make informed decisions, stay ahead of the competition, and achieve your business objectives in today's rapidly evolving digital landscape.



If you're a growing business or nonprofit seeking a strong helping hand on your journey, Chroma is here to support you. Together, we can break through bottlenecks, enhance efficiency, and drive sustainable growth.



Chroma Cares

Since its inception part of our company's philosophy has always been to commit ourselves to using our skills to become a positive force for change in our wider community.

We have been fortunate to have the opportunity to work together with some of the most vital non-profit organizations in our area to provide them with digital services that assist them in reaching their organizational goals.

We have extensive experience in tailoring our proposals to meet the fulfillment requirements of organizations that are funded by grants. We are also available to assist your organization in connecting with grant funding that may be available for you, as well as other digital services that are available at a free or reduced rate for non-profit organizations such as web-based donation collection.

If you feel your organization could benefit from a partnership with us do not let concerns over cost stop you from reaching out. We are committed to being available to share our knowledge and provide services that are affordable and tailored to the budget of our non-profit partners.



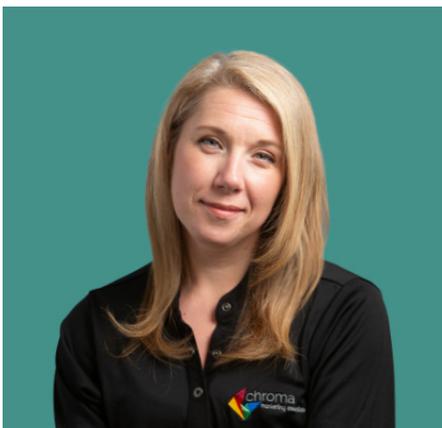
Our Team



BETHANY K. SKWARA
CLIENT SOLUTIONS COORDINATOR

Bethany@chroma-marketing.com

During a busy time here at Chroma we knew we didn't want to lose our focus on our tradition of personalized service. In the fall of 2022, Bethany Skwara joined the Chroma Studios team as Client Solutions Coordinator. Bethany's role is to ensure that every client we have, old or new, has their unique digital needs met. She has a Google Specialization certificate in Digital Marketing and E-commerce, as well as vast experience in client services. Her role is to guide our clients through the often-confusing landscape of digital marketing solutions to find the best way we can serve them, and ensure they are satisfied with our results.



CHRISSY FERREE
CREATIVE DIRECTOR/WEBSITE DEVELOPMENT & DESIGN

Chrissy@chroma-solutions.com

Chrissy Ferree became a member of the Chroma team in 2012, bringing with her a diverse background in small business consulting and finance. With her 15 years of experience in design and development, Chrissy possesses a unique skill set that allows her to assist our clients in achieving their business goals through technology.

By combining her in-depth knowledge of design principles with her technical proficiency, she provides our clients with a competitive edge in the digital realm. Whether it's crafting captivating visuals, enhancing user experiences, or optimizing websites for optimal performance, Chrissy feels passionate about creating unique solutions that address pain points and foster the growth of healthy businesses.



ANDREA BENEKE
WEBSITE MAINTENANCE DIRECTOR

Andrea@chroma-marketing.com

Andrea Beneke has been a dedicated employee of Chroma Studios since 2004.

In her time spent developing the WordPress training program, Andrea has become dedicated to the idea that it is our role to make sure that our partners know as much about the technology their marketing is built on as they aspire to.

Andrea manages many of our incoming web update requests, maintains our hosting and domain name renewal records, and processes our monthly invoicing.

Hers is often the first voice you'll hear when calling Chroma, and she manages any routine issues that may occur.



JIM DALBY
DIRECTOR OF TECHNICAL DEVELOPMENT

Jim@chroma-solutions.com

We are more than fortunate to have our Director of Front-End Web Development, Jim Dalby on the Chroma Studios team. He is the primary person working to make sure your site stays up to date and handle any issues you may experience. He attended Pittsburgh Technical College (Formerly Pittsburgh Technical Institute), graduating in 2012 with an Associate of Science degree in Web and Interactive Design. He joined us here at Chroma Studios in February of 2016. He is dedicated to solving problems and making sure that our clients websites continue to function at their best. He is a passionate member of our team who will work to get any ticket you put in resolved in a timely manner.



JANE NOEL
FOUNDER/TECHNICAL DIRECTOR

Jane@chroma-marketing.com

Jane is the founder of Chroma Marketing Essentials. CME started as a computer training company in 1999. After making a website for CME, friends asked her to make a website for their business. Her husband, Scot joined her as a writer and they were soon making websites full-time.

Jane has a degree in Visual Communications from The Art Institute of Pittsburgh and Point Park College and years of experience in digital and print design from logos and business cards, to signage, billboards, websites and more. Today, she works with Scot, to design and illustrate DreamForge Magazine. As always, her passion is helping customers to succeed and watching their businesses grow.



SCOT NOEL
MARKETING CONTENT DIRECTOR

Scot@chroma-marketing.com

Our Director of Content Strategy and Development, Scot Noel has a degree in English Lit., has published a variety of fiction and was a Writers of the Future winner in 1990. He is the publisher and editor of DreamForge Magazine.

Scot's careers include Tourism, Public Transportation, Computer Game Development, Computer Training, and Web Development. Along with his wife Jane, he has ridden a dogsled on a glacier, seen the Aurora Borealis in Iceland, and gone windjamming on the oldest sailing ship in the USA. He loves technology and is rapidly learning just how helpful the new generative AI systems can be.

We are committed to our role as a partner in the community and strive to follow standards that reflect that commitment.

WE CARE



Build lasting relationships.

We pride ourselves in having many clients that have been with us for over a decade. We have managed to do this by taking the time to learn about each client we work with to find the perfect solution for them... Long after the websites are launched or campaigns wrapped, we will still be here to tackle the next challenge, plan the next strategy, and support our work.



Set ourselves apart.

Our industry can be a tough one, and it can be difficult to find a great partner. We hold ourselves to higher development and design standards to prove to the world that good digital marketing agency partners exist. We believe honesty, quality, and respect are the basis for great working relationships with great results.



Create custom design solutions that work.

Every business or organization is different, and every need is different. What works for one organization might not work for the next. We tailor every solution for our clients and put in the time to propose marketing solutions that will work best for their industry, their business, and their unique situation.



Never stop learning (or teaching).

Every member of our team is passionate about learning new things and getting the opportunity to share their knowledge with others. We believe that knowledge should be shared and that everyone should learn how technology, design, and the digital world affect their business and their life.

We believe in going beyond the scope of single service solutions. We will help you to build strategic marketing & branding foundations as well as set your business up for success by providing full-service marketing solutions.



Chroma Studios

Company Address

516 Lowry Avenue
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Contacts

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WEB : www.chroma-marketing.com

