



Robert Baker

CREATIVE BRANDING / MARKETING EXPERT

- WEB DEV STRATEGIES / WORDPRESS
- PROMOTIONAL PRODUCTS MARKETING / SWAG
- PROFESSIONAL IMAGING / GRAPHIC DESIGN

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“Your premium brand had better be delivering something special, or it’s not going to get the business.” Warren Buffett



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North Star Multimedia is the entrepreneurial vision of Robert Baker affording over 25+ years of professional experiences in marketing, sales, web development, graphic design and photography. From his marketing beginnings of driving pedicab in the jungles of Waikiki, to being a regional account manager responsible for over \$10mill in annual sales, to opening his own creative marketing shop in Alaska in 2000.

The birth of the Internet and social media has demanded companies rethink standard marketing campaigns and show their customers they are equally innovative, high tech, and as ‘fun’ as the customers they target. Think different, package different, and design different. “Out-of-the-box’ campaigns are no longer reserved for radical and rebellious niche markets.

Don’t be afraid if we ask you the question: Mr/Ms Business Owner, do you want to be right or do you want to achieve marketing success?

BENCHMARKS

GETTY STOCK PHOTOGRAPHER
-INTERNATIONALLY PUBLISHED

ALASKA CHAMBER OF COMMERCE
-PAST PRESIDENT (WASILLA)

PPAI MEMBER

SUCCESSFUL CLIENT-BASE
-PROVEN STRATEGIES
-NON-PROFITS
-GOVERNMENT
-SMALL BUSINESS

SPECIALITY WORKSHOPS OFFERED



TOP 10 TIPS TO SUCCESSFULLY MARKET YOUR BUSINESS

In todays world of smartphones, everyone is a photographer, ever receptionist is the in-house graphic designer, and everyone is a marketing expert. Learn the legitimate top 10 tips to successfully market your business including logos, web presences, social media and branding.

NO CHARGE

20-45 MINUTES OVERVIEW OF HANDOUT

\$500+

60 MINUTES+ UP TO 25 PEOPLE
CUSTOMIZED STUDENT PACKAGES



TOP 10 TIPS TO SUCCESSFUL PROMOTIONAL PRODUCTS MARKETING

Small business’ and non-profits blindly try to integrate promotional products into business marketing or fundraising. Learn the top 10 tips to understand successful strategies to enhance your brand and fundraising through promotional products.

NO CHARGE

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60 MINUTES+ UP TO 25 PEOPLE
CUSTOMIZED STUDENT PACKAGES



TOP 10 TIPS CREATING A SUCCESSFUL WEB PLATFORM FOR YOUR BUSINESS INCLUDING SOCIAL MEDIA

Your business plan includes a company or group website. Learn the top 10 tips about domain registration, web hosting, web development, domain email, seo, and social media integration.

NO CHARGE

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