



UPWARD

brand interactions

Elevating Brands & Businesses

Upward Brand Interactions is a newly-formed agency group that harnesses the capabilities and experience of Oxiem Interactive, Hafenbrack Marketing and Genessa Health Marketing to provide clients with the region's most integrated and advanced marketing resources. All to help lift your business higher.



OXIEM
interactive



HAFENBRACK
marketing + public relations



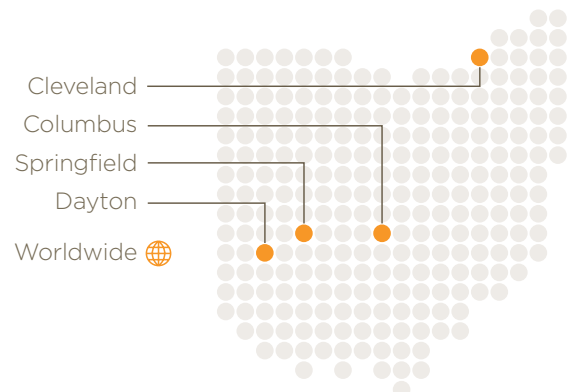
GENESSA
health marketing

About Upward

- Fully-integrated brand and interactive marketing firm
- Complete and progressive capabilities to thrive in traditional and digital environments
- Deep, experienced team across a comprehensive range of services
- Ohio's reigning Interactive Agency of the Year

MEET THE TEAM

50 full-time and part-time
employees located across 4 offices



LOCATIONS

Moving Your Business Upward



SEARCH MARKETING

- Organic Search Campaigns
- Paid Search Campaigns
- Leads-Based Search Campaigns
- Digital Advertising
- Search Analysis + Conversation
- Call Tracking



BRAND DESIGN

- Brandmarks + Identity
- Branding + Design
- Direct Marketing
- Literature
- Advertising
- Media
- Sales Systems
- Trade Shows/Events



INTERACTIVE MARKETING

- Responsive, Mobile-Friendly Websites
- iOS and Android Apps
- User Experience Design
- Information Architecture
- Usability Testing
- Active Digital Marketing
- Lead Generation Systems



CONTENT MARKETING

- Content Marketing Strategy + Planning
- Social Media Campaigns + Contests
- Media Relations
- Copywriting
- Email Marketing
- Creative Content Pieces
- Videography/Photography



OXIEM
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HAFENBRACK
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GENESSA
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Reaching Higher

Always striving higher. That's the spirit behind Upward Brand Interactions. It's an agency philosophy that permeates everything we do. A dedication to innovative thinking in branding, advertising, search, interactive and content marketing. All integrated by an experienced team of strategists, designers and specialists. You have great aspirations for your business.

Let Upward help take you there.

[oxiem](#) | [hafenbrack](#) | [genessa](#)



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