

IGNITE YOUR BRAND

CALLIS

ABOUT

If you're looking for someone to ignite your brand and help drive your marketing program, hand us the keys. Our marketing specialists at Callis can be your spark plug to move things forward - from web traffic to conversions to sales.

Callis is a leader in strategic marketing and creative advertising for clients in a variety of industries, with a specialty in outdoor, wellness and active lifestyle brands. Through our integrated services, we help our clients grow their brands and businesses.

Our integrated approach to marketing ensures that everything you do online, in the mail, in-store and in-person work together in a cohesive strategy to enhance the customer experience and drive your growth engine.

Agency Philosophy

- Understanding
- Leadership
- Professionalism
- Creativity
- Technology
- Quality

Core Values

- We tell the truth
- We honor our promises
- We hold confidences unconditionally
- We keep learning
- We run our agency in a financially responsible way
- We care for our clients' organizations as if they were our own
- We are employers of choice - attracting the best of the best
- We will leave our world better than we found it

Services

- Market Research
- Strategic Planning
- Branding
- Digital Marketing
- Media
- Public Relations
- Creative
- Web Development & SEO
- Content Marketing
- Social Media

Partial Client List

- Sierra Bullets
- Starline Brass
- Missouri State Fair
- Bothwell Regional Health
- Missouri Beef Council

Expertise

- Outdoor Lifestyle
- Sporting Goods
- Agriculture
- Energy
- Tourism
- Financial
- Technology
- Health Care
- Senior Living
- Education
- Automotive
- Retail
- Manufacturing

Recognition & Awards

- International Association of Business Communicators
- American Graphic Design
- International Association of Fairs & Festivals
- National Agri-Marketing Association
- Missouri Governor's Economic Development
- Sedalia Area Chamber of Commerce

LEADERSHIP

Cliff Callis, *Founder & President*

James Callis, *CFO*

Charlyn Callis, *Vice President*

Megan Hartman, *Client Services Director*

Tim Noland, *Creative Director*


KEY FACTS

- Established in 1987
- Headquartered in Sedalia, Missouri, home of rails, trails and ragtime
- 12 Employees
- Agency Management Institute (AMI) Accredited Agency
- Google Certified
- Industry Members of NSSF, NASGW, POMA, AGLOW, SEOPA, IAFE, NAMA, ATA
- Community Members of the Sedalia Area Chamber of Commerce
- Supporters of Economic Development Sedalia/Pettis County

CONTACT

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ENGAGE

