

Illustrated  
**2026**

We **GROW**  
Businesses



YOUR Marketing  
Department  
& Lead Generation  
Specialists

830.816.8238 | [penguinsuits.com](http://penguinsuits.com)



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## Welcome to Penguin Suits, Your Marketing Department.

**T**he Penguin Suits difference is our distinctive result-oriented, customized marketing plans. When you make us **Your Marketing Department**, we take care of **all the marketing activities** at a lower cost and with better results than hiring a generalist. As an **award-winning agency**, we know you have a company to run, clients to attend to and payroll to meet. The last things you need to worry about are your Google Analytics, Facebook likes, or what to write in your blog. Our seasoned experts work on your behalf to market, brand and advertise your business to your targeted audiences. We are committed to fulfilling your lead generation expectations, revenue goals and building a durable and meaningful brand that your market can embrace.

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**“Penguin Suits provides fast creative service on time and on budget. Debi and her staff are personable, professional, and provide quality service in a manner were we know we can trust them with our business.”**

**Jan Wehrman, MS Ed.,  
Program Manager/Corporate College  
Workforce Center of Excellence**



ALAMO  
COLLEGES

Reshaping Futures.™

**“Debi Lamb-Burrows is crazy like a fox. Her idea generation is courageous and off-the-wall wacky. She conceptualizes beyond the here and now - creating a message that will live on for years.”**

**Leanne E. King, President | SeeKing HR**



**SeeKing HR**  
it's all about strategy

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**Penguin Suits is the Creative,  
Results-Oriented Advertising Agency,  
Devoted to Consistent  
and Effective Lead Generation!**

## The Penguin Suits Difference

**Penguin Suits** knows that your business is special, so we treat you like you are our only client. We develop a relationship of unmatched trust and confidence as **Your Marketing Department**.

We pledge to create an effective lead generation campaign especially for your business that is creative, daring, passionate, and consistent.

## Penguin Suits Awards

### MarCom International Awards 2014 - 2019

- Platinum - Website Redesign
- Gold - Print, Complete Rebrand & Website Design



### Summit International Awards 2016 - 2019

- Platinum - Print Advertisement
- Silver - Logo Redesign/Rebrand, Event Redesign, Website Redesign
- Bronze - Complete Rebrand
- Platinum - Website Design



### Summit International Awards 2019

- Platinum - Marketing Effectiveness



### San Antonio Business Journal Book of Lists 2016 - 2023

- Graphic Design Firms
- Advertising Agencies
- Public Relations Firms
- Social Media Firms
- Website Design & Development Firms



### San Antonio Business Journal 2016 - 2023

- TOP:
- Advertising Agencies
- Public Relations Firms
- Social Media Firms
- Website Design & Development



### The Boerne Star Best of the Best 2018 - 2023

- Best Advertising Agency
- Best Web Designer



### Hermes Creative Awards 2021

- Gold - Print Media
- Gold - Website Design



**20+**  
*years*  
as your  
marketing  
department.

## Your Advertising Agency

- Scales big business marketing ideas to a small business budget
- Demystifies website analytics
- Develops powerful marketing strategies

# MARKETING SERVICES

*Your Marketing Department Since 2003*

Our team of professionals will flawlessly construct and manage your custom marketing plan, strategically designed to grow your business. Penguin Suits plans include website development, SEO, outbound and inbound digital assets to attract new customers, brochures, logo marketing campaigns, reputation management, digital media campaigns and much more. With us as Your Marketing Department, you can expect regularly scheduled reports on statistics, analytics, changes in content, as well as valued feedback. In fact, we will be meeting with you to identify trends, threats and opportunities for business growth so that all efforts implemented can flourish.



## Benefits of Penguin Suits Marketing Solutions:

- Marketing is extremely complex, but we know how to get results.
- Hiring a team of experts for significantly less than the cost of hiring an employee.
- Professional-level marketing scaled to fit your business.
- One contact for all marketing efforts, assuring a unified message.
- Demystify analytics with answers about future strategy.

## Services

If the whole package is not what you need right now, we can provide a la carte services:

- Branding
- Websites
- Print
- Graphic Design
- Illustration
- Social Media Marketing
- Inbound Marketing
- Digital Presence
- Search Engine Optimization
- Retargeting Ad Campaigns
- Trade Show Executions
- Promotional Items
- Special Events
- Presentations
- Video Production
- Signage
- Broadcast
- Events

**Emperor Penguin  
Client Spotlight:**

**PlayWell**  
The PlayWell Group, Inc.



Playgrounds  
Safety Surfacing  
Shade Shelters  
Site Furnishing  
Outdoor Fitne  
Equipment

CALL TOLL FREE!  
(800) 726-1816  
playwellgroup.com



# Full-Service Marketing Plans

*Which plan is right for your business?*

As **Your Marketing Department**, Penguin Suits plays a vital role in promoting your business and solidifying your differentiators to inspire customers to purchase. We coordinate and produce internal and external communications, so you have a single, consistent voice representing the business. Penguin Suits will handle all matters related to your brand, thereby creating an overarching image that attracts the market.

Our services come in three levels of full-service marketing plans to accommodate all your needs. These services are combined in an effort to allow us to do what is needed to help grow your business and consistently generate leads.

## Emperor Penguin



### Unlimited Hours

We take care of EVERYTHING. We are accountable to you through reports, calls, and meetings. Our most aggressive hands-on campaign, designed for both growing and startup businesses.

#### Plan includes:

- Craft and conduct engaging marketing campaigns
- Develop and maintain your brand
- Improve and maintain your search engine optimization
- Maintain your online presence
- Monitor and manage social media
- Produce communications
- Act as a media liaison and guide executives on media response
- Write and distribute press releases
- Design all your print materials
- Build your brand presence
- Develop, host, and maintain website
- Plan and execute new media
- Reputation management
- Plan analysis and identifying direction for new media attacks

## King Penguin



### 35-45 Hours a Month

We're on top of it! We are accountable to you through reports and meetings. This campaign is designed for a company who wants to invest/grow at a moderate rate.

#### Plan includes:

- Craft and conduct engaging marketing campaigns
- Develop and maintain your brand
- Improve and maintain your search engine optimization
- Maintain your online presence
- Monitor and manage social media
- Produce communications
- Create graphics and design print materials
- Respond to reviews
- Host and maintain your website



## Monarch Penguin



### 15-20 Hours a Month

We are accountable to you through reports and meetings. This campaign level is designed for a company with a modest budget wanting world-class lead-generation strategies.

#### Plan includes:

- Craft and conduct engaging marketing campaigns
- Maintain your branding
- Improve your search engine optimization
- Maintain your online presence
- Monitor and manage social media
- Produce communications
- Host and maintain your website



Accountability Reports

# BRANDING

*Creating a consistent, customer-centered identity*

Penguin Suits is an award winning strategic design agency. Whether it is brand repositioning, redesign or innovation, **Your Marketing Department** provides holistic, tailored and seamless service. We develop brands that touch consumers' hearts, make you memorable, and most importantly, sell your company. Penguin Suits is an independent brand and design company that focuses on creating custom brand strategies and designs that let companies stand out against all the noise in the marketplace. We create and manage brand reputations in order to enhance our clients' bottom line and grow their reputation and demand.

## Aspects of Brand Development:

- Vision
- Mission
- Personality
- Value Proposition
- Product Differentiation
- Audience Identification



“ I wanted to tell you in person - you're a marketing genius! Cover of the magazine and Best of the Best all at the same time! I can't even go to HEB without someone pulling me aside. I deeply appreciate everything you've done.”

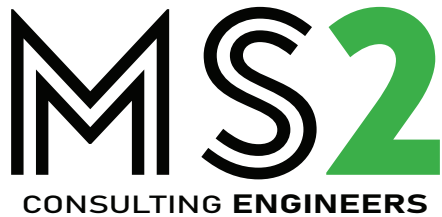
Bob Ogle, Attorney | Ogle Legal Team

“ We went to Penguin Suits for our company logos and ad designs, and their service was exceptional. They turned our vague thoughts into the perfect logos and delivered innovative, engaging ads. Their team is highly creative, professional, and great at communication. I highly recommend Penguin Suits for anyone in need of top-quality design and advertising services.”

Mary Holt, Owner | Holt & Holt Funeral Home

# LOGO DEVELOPMENT

A logo is your company's overall look and message. A picture is worth 1,000 words; a great logo is worth a million dollars. It is the center of your image and speaks to your company's quality, class, timeliness and expertise. See some of the quality logos Penguin Suits has created.



★ AWARD WINNERS

“Penguin Suits is an outstanding little agency with powerful tools and resources to meet the increasing complex demands of marketing in a digitized world. As a consultant, my role is to build innovation and fresh thinking into the businesses with those with whom I work. I happily recommend Penguin Suits because they take the cost and hassle of marketing out of my clients' businesses so they are able to focus on higher level improvements. Very creative and very involved!”

Kirby Kaden, Consulting Coach | Kaden Solutions

We **GROW**  
Businesses

When it comes to marketing your business,  
you have one option:

- 1 Penguin Suits as your marketing department

We love doing what we do!  
Leave the marketing details  
to Penguin Suits and get  
back to the business of  
running your company.

### ***Accountability Reports!***

We know that you want results and you need accountability. Our custom marketing reports deliver stats, and lead generation data, along with a detailed explanation of what they mean and a strategy for future direction.

### ***We Take Marketing Off Your List!***

We immerse ourselves in your business to customize a strategic plan. Our brand message experts look at where your company is today and examines your future opportunities. We examine demographics, local, and industry trends. *Your Marketing Department* becomes an expert brand spokesperson for your company.

**SOCIAL  
MEDIA**

**WEB**

**SEO**



PRINT

ADS

VIDEO

## ***Penguin Suits: The Right Choice!***

**Penguin Suits** is your results-oriented agency devoted to developing creative and effective custom marketing. We target your customers and deliver highly-motivated leads to your business. As *Your Marketing Department*, we know the best marketing solutions that will work to allow your website to reach your target market.

## ***Expect Expert Direction & Performance!***

With **Penguin Suits** as *Your Marketing Department*, you can expect great results! Count on us to be a member of your team that you count on to be as hard working and single-minded as you are in making your sales and growth goals a reality.

## ***We Do It All!***

At **Penguin Suits**, we learn your company's story to develop and maintain the proper marketing in order to grow your business. We broadcast your message professionally and strategically through digital and traditional media campaigns to get you great ROI.

At **Penguin Suits**, we want you to focus on what you do best and leave the increasingly complex marketing activities to us. When you make us *Your Marketing Department*, we take care of all the marketing activities so you can focus on what matters most.

# WEBSITES

When people want to know about you, they look to the internet; are you ready for your close up? **Your Marketing Department**, Penguin Suits, develops powerful websites that act as a strong digital foundation for your online presence.

**With Penguin Suits, you get a level of service that will scale as your business grows. Our customized websites include:**

- Adaptive-Responsive Design
- Strong Call-to-Action
- Social Media Integration
- Professional Copywriting
- Interactive Contact Forms
- Powerful Images
- Engaging Videos and Animation
- Targeted SEO Setup
- Worry-Free Hosting and Maintenance
- E-Commerce
- Appointment Scheduling
- Email Marketing
- Great User Experience

*Visible*

**Anywhere  
Any Time  
On Any Device**

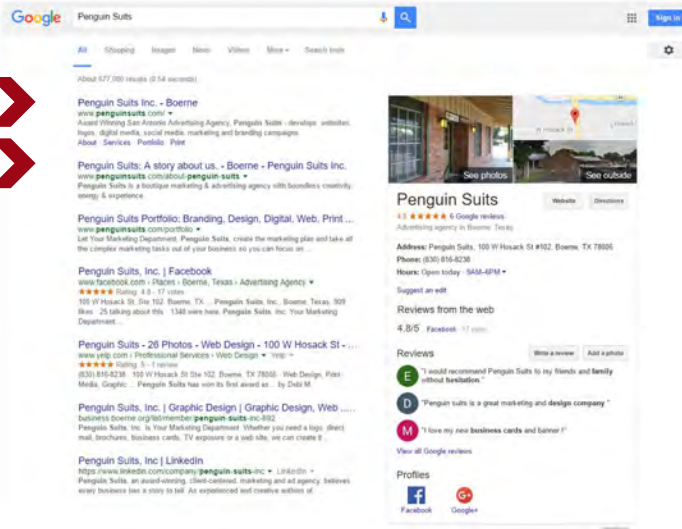


★ **AWARD WINNER**

“Penguin Suits offered HCCArts a “soup to nuts” experience in developing our story. Owner, Debi Burrows, immediately and at once, creates at her offices, a warm and comfortable creative space where all points of contact can be addressed in presenting your branding to current and potential audiences. Penguin Suits and its “waddle of Penguins” will then embrace your brand as if it were their own.”

Paula Horner, President | Hill Country Council for the Arts

GOOGLE AUTHORSHIP LISTINGS



OWN YOUR  
GOOGLE LISTING

## Search Engine Optimization (SEO)

Everyone says “Google it.” Let Penguin Suits optimize your website and get it on the first page of those critical searches. Your website must be searchable to work for you. Penguin Suits researches keywords and targets the right combination to position you where you will be easily accessible. Google is always changing the rules. Penguin Suits stays current on those rules, so you don’t have to.

Analytics are an important part of SEO.

It is important that we track your website traffic, and explain what is working and the recommendation for future plans.

## Social Media and Digital Presence

Your digital online presence must be cohesive with your business practices and philosophy. All mentions of your company in print and online must be uniform.

Google, Yahoo, Bing, Four Square, Yelp, White Pages, and Switch Board must have the same information. When you work with Penguin Suits; you can leave all that work on us.

We make sure your company’s profiles are correct so your clients can find you instead of your competition.

We produce quarterly reports that will demonstrate how your presence is growing and why. If at any time things need to be tweaked at, we are here to adjust and get things synced again.



“ Debi Lamb-Burrows is crazy like a fox. Her idea generation is courageous and off-the-wall wacky. She conceptualizes beyond the here and now - creating a message that will live on for years.”

Leanne E. King, President | SeeKing H

# ADVERTISING

## Traditional Advertising

Designing and developing a stand-alone brochure or a complete advertising campaign is no problem for the creative team at Penguin Suits. We are experienced at determining and creating the necessary elements to communicate the appropriate call-to-action with the greatest benefit to your customers.

★ AWARD WINNER



## Inbound Advertising

With Penguin Suits as Your Marketing Department, you will have a team of experts developing calculated, attractive and targeted ads that make your brand visible on the internet, even after your clients have left your website. Increasing your visibility in search results, and placing display ads on their favorite internet sites makes it easier for customers to find your business and keep your brand and increases your leads and your ROI. Let us make this happen for you.

Digital ad campaigns, retargeting campaigns, GEO fencing, inbound marketing, and Google Adwords campaigns, are very strategic. Online advertising executions must keep your brand in front of a relevant audience even after they leave your site. We design campaigns to reach the users who don't convert right away.



# PRINT

From direct mail to postcards to business cards, stationery and invitations, Penguin Suits creates printed designs with a compelling call to action, targeting your specific audience. Tired of trying to figure out how to create designs that generate business? Want a great return on your marketing investment? Let Penguin Suits develop the compelling messages that will get the phones ringing.



## Business Cards

Business cards come in all shapes and materials. A 3.5" x 2" rectangle is standard, but we have used 2.5" squares to support a brand. Standard 14 pt paper or even magnetic material is used. Choosing sizes and materials that support your brand is essential.

## Targeted Print Materials

Getting your message into a potential customer's hands is essential. One of the most cost-effective ways is to obtain a targeted mailing list to send a creative call to action in the form of a postcard.

★ **AWARD WINNER**



“ When we came to Penguin Suits our website generated 11 leads a year. Now using Penguin Suits we have grown our lead generation from 11 leads a month, to 11 leads a week to 11 leads a day. Penguin Suits takes the stress out of my projects, I hand it to them and it gets done.”

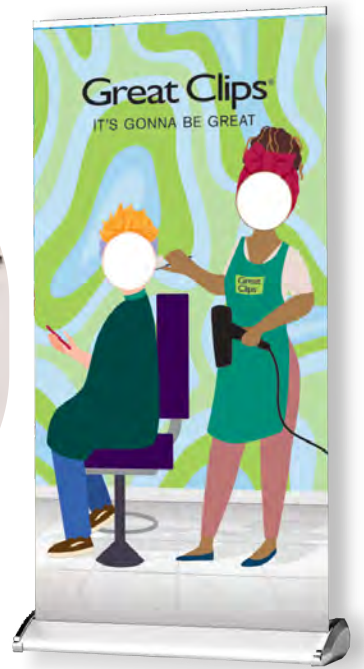
CJ Steen, Marketing Director | On The Move Inc.



### Promotional Materials

Penguin Suits selects innovative items that your customers will use and keep around year after year. We source the hottest technology gadgets that they won't find from your competitors.

These tangible reminders will keep your business on your customers' minds and in front of them day after day.



### Signage

Billboards to bandit signs and retractable banner stands to window decals, we not only design all types of signage, we also procure placement and production.



### Tradeshow Materials

Penguin Suits can help you create a booth that will attract attendees and generate leads. With attention grabbing graphics and messages, we can make your booth attract like a magnet. Once you've drawn your audience in, you'll want to send them away with a tangible reminder of your offerings. We will provide you with innovative promotional items that will be used over and over and that will keep your company in front of your clients.

“ Thank you and your team for doing a wonderful job on the new MS2 website. As of now, we have already had 6 different hits because of it and it is rating on Google! Thank you again!”

## Special Events

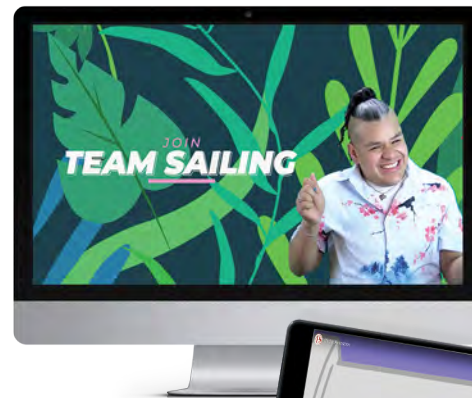
Penguin Suits works with commercial businesses and non-profit organizations to execute special events, galas, and fundraising events with precision, class and excitement. We want your event to stand out, be profitable and have everyone wanting to attend year after year. We love event planning, as it combines graphic design with great execution.



## Public Relations

We create engaging messages to be shared through a combination of platforms. By combining traditional print and broadcast media with a strong social media component, we effectively deliver your message to your target audience. In maintaining your brand identity, we help you grow your existing foothold and promote your brand presence as a leader in the market.

Penguin Suits is passionate about growing your brand with measurable techniques. Our results-oriented team is devoted to delivering your message to the right people every time.



## Videos and Animations

Let **Your Marketing Department** make your company the star of its own viral video. We are finding that people don't read as much anymore! From creative campaign videos that illustrate customer pain points to customer testimonials and personalized product demos, a video or animation will play a starring role at all stages of marketing. Let Penguin Suits create a compelling campaign that will drive new business to your door.

- “Penguin Suits has literally been a godsend for me and my business. After finishing my first novel, I didn't know where to go or how to get the book out to the public. I contacted Debi not knowing whether she could help me or not. Turns out this was hands down one of the best moves I have made! Debi had pen to paper immediately. She and her fantastic team took the bull by the horns and ran with it! I am so excited to see what the future holds with my books and the marketing and branding done through Penguin Suits. The website they created for me, business cards, the social media, the branding has all been beyond what I had imagined. Bottom line, I think they're amazing.”

Amber Willingham, Author | A.L. Willingham



#### Certifications & Registrations

EDWOSB	Economically Disadvantaged WOSB
WOSB	Woman Owned Small Business
HUB	Historically Underutilized Business
ESBE	Disadvantaged Business Enterprise
SBE/WBE	Small/Woman Business Enterprise
SBA	Certified Contractor
CMBL	Central Master Bidder List

#### Capabilities

Penguin Suits, Inc. is a certified, small-business, woman-owned marketing firm that specializes in:

- Layout of publications, brochures & advertising
- Website design & hosting
- Internet marketing, e-commerce & e-mails
- Specialty items, decals & signs

#### NAICS Codes

541430	Graphic Design Services
541613	Marketing Consulting Services
541810	Advertising Agencies
541850	Display Advertising
519130	Internet Publishing & Broadcasting & Web Search Portals
541860	Direct Mail Advertising
541890	Other Services Related to Advertising
518210	Data Processing, Hosting & Related Services
541820	Public Relations Agencies

We accept government purchase cards.

#### Contact

Debi Lamb-Burrows, President  
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106 Austin Dr. S, Boerne TX 78006  
www.PenguinSuits.com

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**Penguin Suits is a certified Google, Bing and  
Yelp Advertising Partner.**

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*We tell our clients' stories so the world will prize them the way we do.*