



## **Backgrounder**

CloudSpark provides new and emerging companies with smart, strategic marketing and communication services. We help each client answer the questions of 'What now?' and 'What's next?' With experience, expertise, inspiration—and a spark or two—we provide answers that help small business stand out and achieve results.

We started CloudSpark to build a better model of communications services: one that focused on honest, smart, and sound counsel from experienced professionals. For us, the “big agency model” with cumbersome hierarchy (and senior counsel you only see at the pitch or big meetings), cut-and-paste plans, outdated tactics, overpriced fees and selling tactics designed more for the agency's bottom line than yours. With CloudSpark, you get senior expertise from a team of pros who have at least 10 years of experience. You get honest counsel, creative tactics, and tangible bottom line results.

CloudSpark's style not only stands out, it delivers. We're proud that several of our efforts on behalf of our clients have won awards and accolades including a PRSA/GA Phoenix Awards for PR excellence in each of the last two years. Our results are what allow us to boast of a client retention rate of more than 95 percent. And our clients don't mind sharing: more than 70 percent of our business coming from current client referrals.

Founded in 2005, CloudSpark is a limited liability corporation registered in the state of Georgia

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