



Inspiring Creativity

## Case Study Agile Marketing Service

**Industry:** All

**Website:** [www.agilemarketingservices.com](http://www.agilemarketingservices.com)

**Application:** Serif PhotoPlus and PagePlus

**Company Profile:** Founded by Scott Gardner, Agilé Marketing Services LLC is a small full-service marketing agency located in Fulton, New York. Specializing in corporate and product branding, the agency also offers media relations services, development of marketing collaterals, and often takes on projects for local clubs, organizations, and sports teams. As owner and operator of Agilé, Gardner relies on Serif software products to design all of the company's and clients' creative materials and collaterals.

**Summary:** Agilé Marketing Services founder Scott Gardner deploys Serif PhotoPlus and PagePlus to expand his small marketing firm into a new business segment. With the help of Serif's intuitive and easy-to-use software applications, he develops a new arm of his business offering commemorative trading cards for the students of the Central New York Karate and Kobudo School, sparking unexpected business growth for Agilé Marketing Services.

### Serif PhotoPlus and PagePlus Help Marketing Company Trade Up For Profits

When Scott Gardner, founder of Agilé Marketing Services LLC in Fulton, N.Y., was approached by a local karate dojo to develop some unique portraits for the karate school's students, the project instantly set his creative juices flowing. After some brainstorming, Gardner developed a program for the dojo in which he would offer individualized trading cards for each student to remember their time studying martial arts at the Central New York Karate and Kobudo School.

Creating quality trading cards which could rival the professionally produced baseball cards he had collected as a child would require a series of specialized design techniques. Gardner knew he had the tools to do the job.

Since founding Agilé Marketing Services LLC in 2004, Gardner had relied on the intuitive software offerings from Serif for a majority of his creative design projects. He had deployed Serif's WebPlus to establish the company's all important Web presence, and often used Serif's PhotoPlus software to touch up client head shots or other images for publication. To develop marketing collateral materials including a series of books, most recently his "E-Commerce: a Brief Guide," Gardner had repeatedly turned to Serif's PagePlus to create professional quality publications from his computer desktop.

In order to develop the karate trading cards, Gardner immediately recognized the features available within Serif's PhotoPlus could help him quickly and easily edit the hundreds of photos, and PagePlus would enable him to create print quality templates upon which he could superimpose the student images. With his plan in place Gardner set about getting started.

### Capturing the Young Grasshoppers

After visiting the dojo to capture more than 1,000 images of the karate students, Gardner was able to make quick work of sorting the 12 mega pixel RAW images with PhotoPlus' sorting functions. With each student's images separated from the batch, Gardner performed some general image resizing and adjustment of color balances, all very quick and easy with the preset macro controls and Batch Resizing tools.

“PhotoPlus is such an intuitive editing tool, that I’m able to efficiently find and put to use its features. To be able to adjust color saturations and resize entire batches of images comes in extremely handy when you have 1,000 images to adjust,” said Gardner. “I don’t have time to learn complicated image editing programs, especially when I’m working on projects such as this that require the application of several effects. In this case, Serif enabled me to finish a project and move closer to making the sales.”

With the basic edits completed he began to focus on the ideal image for each student’s trading card. In some images the student’s pose was perfect, but they had their eyes closed or blemishes were visible. Using PhotoPlus’ Blemish Tool, part of the Automated Makeover Studio, Gardner was able to copy the eyes from another of the student’s images, and seamlessly integrate the adjustment with a simple copy and paste technique. Also using the Blemish Tool, Gardner could sample a clean area of skin to cover youthful blemishes with a couple of clicks. The intuitive software easily blended the images together for a seamless fit.

## Taking Them Pro

With the student images complete, Gardner needed to create templates for the trading cards which would rival the professionally produced cards of major athletes. Layering a background and establishing the exterior border took only minutes, and the gentle shine Gardner envisioned was available immediately from the Design and Effects Gallery.

“Creating a top notch template for my trading cards project was simple with the various effects tools available in PagePlus. With examples presented in the gallery, you can envision the effects before adding them with just one click,” said Gardner. “Once I created the templates, I was able to drop the kids in their karate poses directly unto the template using the Image Cut Out Studio.”

The Image Cut Out Studio isolates the individual subject, in this case the karate student, and separates it from the image background. Gardner was able to layer the cut out student onto the homemade template before customizing the card with their name, age and the belts they had been awarded. With the trading card finalized, Gardner moved the image back to PhotoPlus to create the proofs for his clients.

## Results

With the final images in the hands of the karate students’ parents, it wasn’t long before the print requests began rolling in. Before he knew it, Gardner was awash in orders for the trading cards. Capitalizing on the huge success of the program with Central New York Karate and Kobudo School, Gardner began reaching out to other local martial arts schools to offer his services. Within several weeks word had spread about the fine work he had done, and other local karate schools began calling to sign up Agilé Marketing Services for their picture days.

Most recently, Gardner expanded his business further, scheduling a trip to East West Karate in Hypoluxo, Florida to shoot trading card photos, and has branched out to other sports groups such as local dance academies and gymnastics schools.

“Considering it was a business opportunity that I wandered into, this trading card program has really turned into an entirely new segment of my business. Having been comfortable with the capabilities of Serif software applications made the project extremely simple to plan and execute,” said Gardner. “As this program, and indeed my business, continues to grow, I’m proud to say that they will grow with Serif’s help.”

**For more information on Serif and its range of design and creative software products, visit:**

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