



## WE ARE A CUSTOM SHOP FOR INDUSTRIAL, COMMERCIAL & SCIENTIFIC MANUFACTURERS

Established in 1996, Freelance Marketing Group, Inc. has carved its niche as a leading marketing and design firm specializing in the industrial, scientific, and commercial manufacturing sectors.

Our expertise lies in understanding the unique habits of your target audience, enabling us to craft tailored strategies that position your brand directly before key decision-makers. Whether designing dynamic websites, launching innovative products, or providing essential online tools and resources, our core mission remains: ensuring manufacturers maintain a competitive edge online.

Choose FMG, where in-depth market specialization meets unparalleled marketing and design excellence.

## CAPABILITIES

### WEBSITE DESIGN

- **GRAPHIC DESIGN**  
Adobe Suite, including Illustrator, InDesign, Photoshop, and Premiere Pro.
- **PROTOTYPING**  
Interactive prototyping and browser based real-time design interaction.
- **UI/UX DESIGN**  
We design for a very niche market with very specific customers... Engineers.  
We know what they expect to see and how they expect to see it, but we are always analyzing and testing new layouts and functionality.
- **A/B SPLIT TESTING**  
Using advanced AI technologies and good old-fashioned data analysis, we can help you determine if an entirely different page design will convert more visitors or if a simple change to the button colors will do the trick.
- **FRONTEND MANAGEMENT**  
We use custom fields (like a form) and an advanced page builder to manage the forward facing website content. These tools give you, the customer, greater control over your WEBSITE.
- **RESPONSIVE WEBSITE DESIGN**  
Mobile First - that's the motto.
- **ECOMMERCE SOLUTIONS**  
We develop standard ecommerce solutions that support traditional off-the-shelf technical products and complex configurators for build-to-order products.

### WEB PROGRAMMING

- HTML/CSS
- JAVASCRIPT: VUE, REACT
- BACKEND DEVELOPMENT: PHP, PYTHON, RUBY
- DATABASE MANAGEMENT: MYSQL
- API DEVELOPMENT/INTEGRATION

### CUSTOM EXAMPLES

- PRODUCT / PART NUMBER CONFIGURATION TOOLS
- ADVANCED PRODUCT FILTERING TOOLS
- CALCULATION TOOLS (MECHANICAL, ELECTRICAL, ETC.)
- ERP/CRM INTEGRATION AND INTERFACE SOLUTIONS

### INTEGRATION EXPERTISE

- CRM: HUBSPOT, SALESFORCE, QUICKBASE
- CAD: PARTS SOLUTIONS, TRACEPARTS
- ERP: MS365 DYNAMICS BUSINESS CENTRAL

WE OBSERVE GDPR, CCPA & ADA COMPLIANCE GUIDELINES

