

Made in the Mid-Willamette Valley: Foremost Marketing and Media

May 22, 2011

Company name: Foremost Marketing and Media (the new name for Brownell Photo and Video). The name change was made in January to emphasize the company's capacity as a one-stop marketing and media service provider.

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Website: www.foremostmm.com

Employees: Three

Business description: Foremost is a one-stop marketing and media service company which offers project work by quote or monthly services at an hourly rate. Projects range from website design to video production and commercial photography. Ongoing services include graphic design, social media marketing, copywriting, design of print materials, and trade show display design.

Foremost provides website content management for its clients, including writing copy, adding photos, and posting videos. They also can teach the clients how to do this, if they would rather do those tasks themselves. Search engine optimization also is offered as a powerful tool to help search engines find and report on client websites. Training videos and sales presentations are other services the Foremost staff produces.

Business specialties: Our biggest strength is our ability to offer video/photo production, marketing and website design from one source. The combination of those three services in an integrated package is something that most competitors cannot provide. Foremost's wide range of skill-sets means that they can do more things 'in-house' and keep the costs down for their clients. Another advantage is low overhead which is passed on to our clients.

Business history: Brownell's BA is in Communications, with a double minor in photography and audio-visual instruction. After doing photo work part-time for several years, he went full-time and added pro-video services in 2009. Based on the success with the clients he served, he expanded the business this year by adding web designer and graphic artist Glenn Earls and Bob Goldsby, a man with considerable marketing and business coaching experience.



Special to the Statesman Journal

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SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

Best business decision: Expanding my staff and joining the EDGE Incubator program at the Small Business Development Center. Adding the people needed for us to offer full-service marketing and media makes our company extremely attractive to businesses who do not want to hire a marketing and media staff person. Others want us to come along side and help their marketing staff. Brownell anticipates adding several more employees by the end of the year, based on current client growth and projected business.

What is biggest advantage of doing business in the Mid-Willamette Valley: Because Salem is the state capital, it is a hub from which businesses branch out to surrounding communities. Referrals are created quickly and easily. When we help business owners, it is easy for them to tell their friends about a company who does a great job promoting businesses.

What is most challenging in work: A recent project was a video produced for the Marion-Polk Food Share through a grant from the Oregon Hunger Task Force. The video will be shown statewide to explain and promote the Supplemental Nutrition Assistance Program. Separate actresses were used for the English and Spanish versions, with captions available for the hearing impaired.

Toughest business decision: Adding employees — with the added responsibility, cost and paperwork. Yet I could not avoid adding staff, because there was more work than I could do and the skills they brought multiplied the services we offer.

Company affiliations: Salem Area Chamber of Commerce, Keizer Chamber of Commerce, SEDCOR, and Travel Salem. FMM is part of the Small Business Development Center's EDGE Business Incubator program and has an office in the Chemeketa Center for Business & Industry Building.

Essential business philosophy: To promote our clients' businesses, with a high commitment to customer service, honesty and integrity. That philosophy evidently pays off, according to the businesses they have served.

Major clients: MINET Fiber, Allain Enterprises and North Santiam River Trips to provide a variety of marketing and media services. Video projects for Marshall Composite Technologies and High Impact Technology, and Rural Metro, in conjunction with VanNatta Public Relations. Owner Marlin Brownell produced the videos from the 2010 Iris Festival, projects for the Salem Area Chamber of Commerce and was the behind-the-scenes photographer for Extreme Makeover Home Edition at the Oregon School for the Deaf. The company regularly provides commercial photography services for Rich Duncan Construction and contracts with Advantage Precast in Keizer to provide media services. Others include Prudence Uncorked, Starlight Limousine, First Call Home Health, InFocus Counseling, Salem Area Mass Transit, West Coast Bank, Olive Boutique, J&M Clothing and Oregon Ballistic Laboratories.

For additional information, contact SEDCOR at 503-584-7303 or email sappleby@sedcor.com.