



# COMING IN FEBRUARY

OUR ANNUAL WORKSHOP!

STAY  
TUNED FOR  
DETAILS!

## PLACES TO TELL IT

- Mobile first
- More than your website
- Find customers where they are

## WAYS TO TELL IT

- Engage through entertaining, educational, or helpful content
- Types of content that work best
- Contextuality (Omni-channel)

## WHEN TO TELL IT

- Build a content strategy and calendar
- Post content at the right time

## December Meeting Notes: A Story Worth Telling

### JESSE PIERPOINT SEVEN2

Jesse started a branding and design company within two years of graduating college and was teaching college-level design two years after that. He combines his background in marketing with graphic design to create engaging work both print and digital. Since 2010, he's been a Creative Director at Seven2, a digital agency in Spokane working with brands such as AT&T, Disney, Nickelodeon, Pokemon, Expedia, GoDaddy and MTV. Years of live-painting for non-profit fundraisers and a past that involved college-level athletics gave him the idea for a friendly competition between artists. In 2011, he launched the Seven2 DrawOff, a series of live art battles that support local charities. While not pushing pixels at work, Jesse works from his home studio, where he also hosts an 18-year artist residency program currently occupied by his three children.

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