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INTERACTIVE AGENCY



INTRODUCTION

nxtConcepts is a "NXT" level web and marketing company that combines innovative ideas, proven marketing programs, and cutting edge technology into a truly integrated approach to business planning and problem solving. We find the right mix of traditional, online and unconventional tactics to meet your business goals. Our objective is to make our client's budgets achieve more and our client's more competitive.

nxtConcepts always helps our partners take their business to the next level by providing:

- Real bottom line results for your company.
- Being more competitive today by using cutting edge ideas of tomorrow.
- Marketing vision + technology strategy = simple & powerful solutions.

We serve clients from two locations: Columbus, OH and Burlington, VT.

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We would love to show you how we can help make your marketing, media and web be more powerful and produce the most return on your investment.





CLIENT COMMENTS

Why do clients like working with us?

They like what we've done for other clients. The majority of our business comes from referrals from our existing clients.

Clients need a partner that knows the travel, tourism, and hospitality business inside and out. Our team has decades of direct resort / hotel / attraction marketing experience. We have worked at resorts ourselves and have deep understanding of the vacation traveler motivation and needs.

Clients like that we are straight shooters; we don't always tell them what they WANT to hear, just what they NEED to hear.

We are affordable compared to other sources of professional in-house or outsourced marketing. We are affordable because we keep our overhead low. We practice what we preach.



Halley O

The Snow Report

This is looking awesome! I am super excited. Thanks so much for all of you hard work!

Thank you!
Halley



Nate W

Snow Trails, OH

Amazing to make it on CNN HLN. Guess hashtags still work!! I keep adding them for skiing and snowboarding plus including weather related for Ohio. Of course they use the shortest and least produced edit we have put out so far, but hey, definitely a HUGE WIN!! 🏆

Thanks so much, Colleen! 🙌 Been trying to keep it light and fun.

Yes, fantastic coverage already!! Thank you for your efforts! 🙌 Love seeing the compiled report. 🙌



Tricia M

Blue Mountain, PA

These are awesome results! Could you let me know what keywords you are eliminating or ones you are using and I'll make sure I'm optimizing for the same ones on the website.

Thanks.
tricia



Jeff D

Powder Mountain, CO

Everything is looking awesome. Thanks for such a quick turnaround! Our lodging team is currently running some tests - I'll let you know what I hear back.



Evan K

Mountain Creek, NJ

You guys are f***** awesome!



Lisa N

Homewood, CA

You guys rock! Thanks so much!!!



Nicole B

Venture Wines, CA

You guys set the bar nice and high.



Linda I

Ski PA

Thanks for all that you do ... I really appreciate it.



Meryl D

Thunder Ridge, NY

Keyboard fixed! Going home for a martini! Love you guys!



Andrea L

Christie Mountain, WI

Got it!
You guys are the best (and the fastest)!!
Thanks



Wendy L

Wild Mountain, MN

Email is also back online now. Hip, Hip, Hooray!!
excellent customer service.



MEET OUR TEAM

Since 2003, nxtConcepts fosters long term relationships by having fun and giving people the tools they need to be the most effective at what they do. Our team is located across North America and have extensive experience in marketing or web development.



Sam Rufo

Marketing Project Manager

25+ Years Marketing Experience.
20+ Years Web & Interactive.
nxtConcepts Founder.



Stew Jensen

Design Project Manager

25+ Years Web Experience.
25+ Years Brand & Marketing.
nxtConcepts since 2013.



Andy Whisney

Digital Marketing Specialist

8 Years Digital Ad Experience.
nxtConcepts since 2018.



Jacob Hodara

Lead Web Developer

20+ Years Web Experience.
20+ Years Database.
nxtConcepts since 2010.



Colleen Philbrick

PR Specialist

20+ Years PR Experience.
nxtConcepts since 2016.



Jatin Saini

Server Administrator

20+ Years Server Experience.
nxtConcepts since 2010.



Keith Wolling

Hospitality & Reputation Mgr

40+ Years Hospitality experience.
nxtConcepts since 2018.



Juan Navarrete

Web Developer

10+ Years Web Experience.
nxtConcepts since 2014.



Bill Gavin

Media Buyer

35+ Years Media Experience.
Former VP at ClearChannel.
nxtConcepts since 2003.



Dave Ehlert

Web & Email Manager

15+ Years Web Experience
10+ Years Email Marketing.
nxtConcepts since 2017.



Dave Nyquist

Marketing Manager

20+ Years Marketing Experience.
nxtConcepts since 2021.



Dominic Russo

Lead Creative

30+ Years Design Experience.
nxtConcepts since 2003.



WHAT WE DO

Results driven - Clients hire us because we use the latest technology and they find us easy to work with. We retain clients because we get results! It's that simple.

Always available - Resorts operate 24/7. Holidays are a critical selling time. So we are available when you need us most. Instead of just a physical office that is open Monday through Friday, 9am-5pm, we operate a virtual office that is open 24 hours a day, 7 days a week, 365 days a year.

01.

WEB

We work with a variety of open-source CMS platforms. Including Wordpress, Joomla and Drupal. We also have extensive experience in ecommerce platforms such as Shopify, Magento, WooCommerce & Virtuemart.

02.

MARKETING

It's critical to know which channels deliver the best results and produce the most return. We design custom marketing plans based on your needs, audience, budget & goals. Then, seamlessly execute the strategy.

03.

SOCIAL

We make sure your business is taking advantage of social media's true power. From social optimization to valuation and reputation management.

04.

ADVERTISING

Get unbiased advice from a media pro not a media sales person. We do both digital and traditional ads and use our buying power to negotiate the best rates.



SERVICES

Strategic Planning

- Marketing Audit
- Budget Recommendations
- Go-to-Market Strategies
- Brand Awareness Programs
- Strategic Communication Plans
- Testing/Measurement Strategies
- Editorial Calendar Creation

Brand Solutions

- Account Planning
- Consumer Insights
- Positioning Workshops
- Product & Company Naming
- Competitive Analysis
- Experience Design
- Brand Identity
- Logo Design

Creative

- Digital Ads
- OTT/TV/Video Production
- Social Media
- Out-of-Home
- Event Ideation
- Mobile Marketing
- Collateral Design
- Print Design

Web Design & Development

- Responsive Web Development
- UI Design
- Web Maintenance & Security
- Technical Support
- Ecommerce Development & Support
- Custom Web & Database Development
- Web Analytics Implementation & Reporting
- Hosting with Dedicated Partner Support
- Landing Page Development
- HTML Email Builds
- AI/Machine Learning Tools (Chatbots)

Digital Marketing

- Digital Media Planning and Buying
- Search Engine Marketing - Google Partner
- Social Media Advertising - Meta Business Partner
- Streaming Radio (Spotify)
- Niche Advertising (TikTok, TripAdvisor, Amazon, etc)
- Email Marketing & Campaigns
- ROAS Reporting (Paid and Earned)
- Local Marketing
- Search Engine Optimization
- Analytics & Campaign Reporting

Social Media

- Social Media Audit
- Analysis and Strategy
- ROI Reporting
- Social Network Management
- Content Promotion
- Community Building Management
- Team Training
- Monitoring & Implementing
- Reputation Management

Media Services

- Media Planning & Execution
- Media Negotiation & Execution
- Public Relations
- Influencer Vetting, Recruitment
- nextConcepts Buying Group for OOH, Radio, TV, OTT
- Multi-Language Translation (French, Spanish, Mandarin)



PAST & PRESENT CLIENTS

nxtConcepts serves a wide range of local, regional, national, and even international clients. nxtConcepts prides ourselves on long relationships that grow over time. In fact we still work with our very first client. While we have a strong presence and experience with hospitality, the team has also done technology, B2B, retail, hard goods, packaged goods and many more categories.

Mid-Atlantic

- Winterplace Ski Area, WV
- Bear Creek Resort, PA
- Blue Mountain, PA
- Elk Mountain, PA
- Mount Peter, NY
- Whiteface Resort, NY
- Windham Resort, NY
- Peak 'n Peak Ski Area, NY
- Hunter Mountain, NY

Mid-Atlantic

- Mountain Creek Resort, NJ
- Big Snow American Dream, NJ
- TreEscape Adventure Park, NJ
- Great Gorge Golf, NJ
- Ski Campgaw, NJ
- Catamount Resort, NY
- Greek Peak Resort, NY
- Holiday Valley Resort, NY
- Thunder Ridge Ski Area, NY
- Oak Mountain Ski Area, NY

New England

- Killington Ski Area, VT
- Mount Snow Ski Area, VT
- Stowe Ski Area, VT
- Trapp Family Lodge VT
- Bolton Valley Resort, VT
- Bromley Resort, VT
- Waterville Valley Resort, NH
- Gunstock Ski Area, NH
- Loon Resort, NH
- Saddleback Ski Area, ME
- Sunday River Resort, ME
- Wachusett Ski Area, MA

Mid-West

- Little Switzerland Ski Area, WI
- Nordic Mountain, WI
- Whitecap Mountains Resort, WI
- Christie Mountain, WI
- Wilmot Ski Resort, WI
- Tyrol Basin, WI
- Snowstar Winter Park, IL
- Snow Creek Ski & Golf, MO
- Timber Ridge Ski Area, MI
- Vail Resorts Urban Division, MI

Mid-West

- Boyne Resorts, MI
- Snow Snake Ski & Golf, MI
- Indianhead & BlackJack Ski Areas, MI
- Snow Trails Ski Area, OH
- Mad River Mountain, OH
- Boston Mills/Brandywine Ski, OH
- Afton Alps Ski, MN
- Spirit Mountain, MN
- Taylors Falls Recreation, MN
- Wild Mountain, MN
- Mount Kato, MN

West Coast

- Valdez Heli-camps, AK
- Snow Valley Resort, CA
- Homewood Resort, CA
- Powder Mountain, UT
- Snowbird Resort, UT
- Powderhorn Resort, CO
- Sunlight Ski Area, CO
- Diamond Peak, NV
- Arizona Snowbowl, AZ
- Schweitzer Resort, ID

Associations

- Ski NY
- Ski CA
- Ski PA
- Ski VT
- Ski WI
- Ski WV
- PSIA, CO
- Midwestern Ski Area Assoc., MN
- Ski Area Management, MA
- NSAA Learn to Ski & Snowboard, CO

Other Categories

- Bhambis Custom Tailors, NYC
- Burlington Properties, VT
- Paramount Theater, VT
- Age Well Counsel on Aging, VT
- Scioto Urgent Care, OH
- Crop Restaurant Group, OH
- Oak & Brazen Winery, OH
- Outdoor Source Retail, OH
- 21 Blackstreet Publishers, NC
- Diley Ridge Dental, OH
- Centennial Canoe, CO
- Venture Wines, CA

DMO

- Main Street Delaware, OH
- Visit French Lick, West Baden, IN
- Western UP CVB, MI
- SnoCountry.com, NH