

Opening Doors by Design™

Our Mission and Vision in 4 words

What this means to us:

Our clients' most immediate needs are typically graphic design-related.

We learn to understand our clients' brand through working to define it visually together, first.

What this means to you:

We create opportunities for you through deliberate, thoughtful, strategic intention - based on understanding your brand from its graphic foundation.

The Outsourced In-house Marketing Dept.™

Your Concierge Creative & Communications Team

We work with a small number of clients on a retainer basis, as a dedicated on-call employee, more than an agency.

We work to mirror your process and flow, and become an extension of your team.

We are a hybrid that offers the cost savings of outsourcing work and the responsive commitment you expect from staff.

For less than the cost of an entry-level graphic designer, you can hire 20+ years of advertising & marketing communications skill and experience.

You'll never need to decipher or second guess an invoice. You'll know exactly who you're working with.

Billing Considerations

We started Peach Key in a small market, and adapted to survive by producing a high volume of diverse work without sacrificing quality. We are decisive and efficient. We don't waste time, yours or ours.

Consider 2 identical projects, with one significant difference:

- the first arrives in your inbox promptly
- the other you wait for, for hours or days, even months...

Which is most valuable to you?

Has the pace of your business ever slowed from your agency being less than responsive? In which ways has this cost you?

Hourly billing is disincentive for communication professionals to work efficiently, in placing the greatest value on the amount of hours and dollars spent on each project, rather than the pace of delivery - meaning the agency's and client's goals are at odds from the start.

We work together through shared goals to create uniquely valuable communication tools.

Personality + Character

- We never say "that's not my job."
- We have two responses to the question, "do you know how to do this?" "Yes" or "not yet."
- Our technical skill set is diverse and affordable.
- What makes us great is our intuitive ability to ask the right questions, and adapt.
- You won't have to tell us anything twice.
- We re-imagine existing resources to create real value out of unused or underused assets.

Proud agency hotel moments:

- keywestlakedora.com - we are not a web design company. We create solutions to our clients' communication challenges.

Our client needed a vanity site as an advertising piece in addition to his corporate booking page. We learned how to make one, and fast - writing all the copy ourselves, as well as taking most of the photos and video, and creating all content.

Bookings increased noticeably that week; particularly of hotel Suites, a premium hotel product.

- This same hotel's bookings have nearly doubled in the year we have been working with them. We take partial credit.

See our work in ...

- The New York Times
- New York Magazine
- The Orlando Business Journal
- The Orlando Sentinel
- Forward Florida
- Sarasota Magazine
- Welcome to Lake County
- Vintage Finds
- And plenty more ...



What can we do for you?

Let's start with graphic design, and work to learn how and what we can create together from there!

Contact:

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