

About 1721 Media

1721 Media, LLC is a Concord, North Carolina based design and marketing company certified as a Historically Underutilized Business (HUB) in the state of North Carolina. We have expertise in custom Web design and development, marketing, content management system (CMS) customization, and technical writing. Our clients include North Carolina Agricultural and Technical State University, Forsyth Technical Community College, and Moody Publishers.

General Information

Registered Company Name:	1721 Media, LLC
Key Contact	Linda Hargrove
Office Telephone:	336-337-3583
Web Site:	www.1721media.com
Email Address:	Linda@1721media.com
DUNS Number:	014228828
CAGE/NCAGE:	5UQB7
EIN:	26-3441201
Year Incorporated:	2008
State of Incorporation:	North Carolina
Number of Employees:	1

NAICS Codes

541430 - Graphic Design	541613 - Marketing Consulting
541430 - Corporate Identity Design	611420 - Computer Training
541511 - Custom Web Page Design	611420 - Professional Development Training
541511 - Custom Computer Programming	711510 - Technical Writing



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Main Services

Web Design

- Custom Static Site Design (XHTML/CSS)
- Custom Dynamic Site Design (database-driven sites on Linux- and Windows-based servers)
- Content Management System (CMS) Template Customization
- Blog Design
- Web Advertisement Design

Branding Services

- Brand Strategy Development and Monitoring
- Social Media Profile Customization
- Letterhead Design
- Logo Development and Design
- Brochure Design
- Book Interior and Cover Design
- Bookmark Design
- Postcard Design
- Magazine Ad Design

Training

- Fiction Writing Workshops (online and in-person)
- Web Coding (XHTML/CSS)
- Blog Installation and Customization (Wordpress)
- CMS Installation and Customization (Wordpress, Mambo, Joomla, MODx)
- Print Design Workshops (Adobe InDesign)
- Web Site Design (Adobe Dreamweaver)
- Graphic Design (Adobe Fireworks and Photoshop)

Web Development

- Flash Animation and Javascript Programming (DHTML)
- ASP, ASP.Net, PHP Programming
- CMS Installation and Template Integration
- Blog Installation and Social Media Integration
- Site Engine Optimization (SEO)
- Web Maintenance and Metrics Tracking
- Meta Tag Description and Keyword Development

Marketing

- Marketing Research
- Brand Monitoring
- Social Media Network Management
- Email Marketing Design and Development
- Press Releases
- Web Metrics Tracking and Analysis

Writing Services

- Press Release Writing
- Technical Journal Articles
- Human Interest Stories
- Ghostwriting
- Instruction Manual Writing
- Blogging (Business and Personal)

