

# TangramMedia takes comprehensive approach

by Laura Douglass (Seven Lakes Times 8/19/11)

Seven Lakes Times Reporter

Creating strategies that span the web, social media, mobile information, and video production to help businesses connect with and engage their customers is the mission of TangramMedia.

“We are a technology company, but what we’re really into is the customer service business,” said Jeremy Reynolds, who serves as Director of Strategy for the newly rebranded firm.

The firm was originally established as ICM [Internet Consulting & Marketing], and founders Sven and Carmen Schaefer of Seven Lakes North describe their new venture as a project management company - providing a comprehensive approach rather than pieces and parts.

“In business, neither the problem nor the solution are often encompassed entirely in technology,” explained Sven Schaefer. “We bring more than technology to the table; we interpret your business needs and your customer’s needs, so that both of you are speaking the same language.”

The firm’s new name was inspired by the ancient game of Tangram, a puzzle consisting of seven pieces that can be arranged in thousands of ways. And that, Schaefer said, is how TangramMedia works.



*Sven & Carmen Schaefer, founders, with Jeremy Reynolds, Director of Strategy, of TangramMedia in Seven Lakes Business Village.*

“We take your puzzle pieces,” he explained, “form them into the best solution for your customers, and translate it into your business language.”

Schaefer noted that technology is a constantly developing arena, rather than a one-time solution.

“It is very fast - and hard for businesses to keep up,” he said. “In the 90s, a website was just an extended business card. Now everybody is online, so the question is: ‘What are you going to do to make your business more attractive? What are you doing to stand-out?’”

Other important emerging opportunities include text messaging and QR [Quick Response] coding available in print advertising and signage. Consisting of a black and white patterned block, the QR can be “read” by smart phones and other computer devices and lead the user to a website that offers more detailed information on a product or service.

The complexity of social media and an ever-increasing number of touch points with customers requires a significant amount of analytical thinking to track information on where and how to best serve the customer.

“Perhaps you have a web- site with a storefront,” Reynolds explained. “Does your business also have a Facebook page? Are you also using traditional advertising in newspapers and magazines? You need to be able to tie it all together and make sense of where you’re getting the most bang for your buck.”

“You have your business goals that you want to accomplish, but the customer has their own goals,” he continued. “You have to figure out a way to get those two goals to mesh together.”

Reynolds joined Tangram- Media in Spring 2011, bring- ing with him extensive professional experience in digital strategies gleaned from several years working with regional and national clients of a multi-million dollar advertising agency in Indiana.

Staffing also includes Catherine Potter, who assists with video narration and is the featured video presence for the company. Carmen Schaefer serves as Director of Operations, and Sven Schaefer continues his role as President.

In addition, the Schaefers actively volunteer their expertise in the community. Sven is Chair of the Small Business Network of the Moore County Chamber of Commerce and teaches courses on Social Media Busi- ness Tools at Sandhills Community College, and Carmen manages the Pinecrest Patriots football team website and also the West End Elementary PTA site.

In addition to serving clients across the country, the Schaefers are also pleased to assist several local businesses, including Temp Control, The Italian Table, Seven Lakes Massage & Body Therapies, Whelan Realty, and Sandhills Winery.

In early August, Tangram Media moved to their new location on the second floor at 255 Grant Street and will host a ribbon-cutting ceremony and open house with the Moore County Chamber of Commerce on Thursday, September 1 at 11:30 am.

For more information, call 877-426-8880 or visit [www.TangramMedia.com](http://www.TangramMedia.com)