

Marketing Programs

Services are tailored to your industry: B2B, Consumer & Retail and Non-profit.

 MARKETING	MARKETING SERVICES	Essential	Premium
	• Develop marketing strategy.	✓	✓
	• Marketing campaign execution.	✓	✓
	• Design, write content with call to action, and execute direct mail marketing.	✓	✓
	• Develop and manage all communications to current customer base.	-	✓
	• Research and execute new marketing and advertising opportunities.	-	✓
	• Media buying and negotiating.	-	✓
 BRANDING	BRANDING	Essential	Premium
	• Brand development and positioning.	✓	✓
	• Corporate identity collateral (stationery, business cards and related).	✓	✓
	• Logo design or Word mark design.	-	✓
 WRITING	WRITING & PR	Essential	Premium
	• Develop and write content for advertising and marketing collateral.	✓	✓
	• Write company tag line.	-	✓
	• Develop and write content for press releases.	-	✓
	• Develop and write content for trade publications/articles.	-	✓
	• Write case studies and white papers (B2B).	-	✓
	• Write Radio and TV scripts (Retail).	-	✓
 DESIGN	GRAPHIC DESIGN & CREATIVE DEVELOPMENT	Essential	Premium
	• Provide all advertising design and copy writing for trade journals, magazines, and all print or web media.	✓	✓
	• Design and write copy for all marketing collateral (anything a customer touches).	✓	✓
 ONLINE	ONLINE MARKETING	Essential	Premium
	• Design, write content, and maintain new HTML web site and its promotions.	-	✓
	• Design, write content with call to action, and execute E-mail marketing.	-	✓
	• Maintain current web site content.	✓	-
	• Manage all internet advertising.	-	✓
	• Develop and write blog/article content.	-	✓
 EVENT	EVENT MARKETING & TRADE SHOW MANAGEMENT	Essential	Premium
	• Booth, Space, Signage, and Collateral design.	-	✓
	• Pre/Post-show lead contact.	-	✓
	• Service ordering.	-	✓
 VALUE	VALUE ADDS	Essential	Premium
	• Provide password-protected, online review of artwork.	✓	✓
	• Provide related & reasonable creative services as needed.	-	✓