

MARKETING STRATEGY COMPONENTS

PROFILES

We will develop the following profiles to clearly understand both your customers and your competition so that your message appeals to your target audience and stands out from the competition.

- Customer Profile
- Competitive Analysis

SOURCE DOCUMENT CREATION

Each of the following documents will help us to define the unique personality of your company and express that personality in your branding and marketing. Having these elements clearly distinguished will allow us to design marketing which both attracts and engages customers that are suited to the services offered by your company. Properly managing the way customers perceive your company will have them be receptive to your message.

Image Statement

The image statement is a concise statement, approximately one paragraph in length that defines and distinguishes who you are for your customers, your vendors and yourselves. While the image statement is not expressed publicly, it will guide us in designing your logo, your web site and all aspects of your marketing such that customers will respond favorably on both an emotional and intellectual level. For example, BMW and Mercedes both make excellent cars but they appeal to market segments which are both different from each other and consistent with the image each company has created for itself. And while there is a practical element to that response, it is also largely emotional.

Mission Statement

The mission statement is a guiding statement used to steer the company in a consistent direction over time. It will distinguish the company's values, how you wish to be known to your customers, vendors and competitors and the results you intend to produce. In short, it is a statement of why the company exists.

Unique Selling Proposition

The unique selling proposition is a defining statement that distinguishes what makes your company unique among the competition. This will form the keystone

of all marketing efforts. Having this clearly defined and reflected in all aspects of your marketing will give your company a clear competitive advantage.

Key Phrases and Concepts

In addition to your Unique Selling Proposition there are a number of aspects of your company which appeal to your customers. These aspects include the types of services offered, your approach to projects, your materials and methodologies, your customer service practices and the quality and warranty of your work. Some of these elements may be similar to competitors' offerings and others will be unique to you.

In order to powerfully distinguish this, a series of key phrases and concepts will be developed. In most cases, the phrases and concepts will simply distinguish what is already being done as part of your companies standard practices. They will bring what is in the background and taken for granted, to the foreground so that it can be communicated as part of a compelling message.

These concepts will be reinforced in press releases, sales literature, presentation materials, company meetings, in sales and client meetings. Key staff members will be introduced to these ideas so that they are reinforced in their interactions with clients, vendors and service providers.

BRAND IDENTITY SYSTEM

- Logo
- Color Scheme
- Font Selection
- Business Cards
- Letterhead Suite

Additional Marketing Materials:

Includes layout, design and copywriting

- Tri-fold Brochure
- Direct Mailer
- Pricing Sheets
- Letter from the owner
- Licensing ROC Sheet
- Pocket Folder

WEB SITE DEVELOPMENT

Web site Design Research

Before construction on your web site is begun it is critical that the design serve your needs. We will research and present a number of reference sites to determine what you find most appealing and to determine what will work best for your site.

Once the research is complete and you have approved the reference sites we will present a web site blueprint, essentially an outline of the elements describing the style and content of each section for your approval.

Web Site Layout, Design, Construction and Installation

Custom (5) page web site includes:

- Project consultation to review source document creation
- (2) hour project discovery, research and planning session
- Project proposal complete with site map and timeline
- (2) Unique concept designs utilizing your brand identity
- Revision to selected concept design
- All programming, coding and building of site
- (1) Home page with animated Flash banner
- (4) Secondary pages (includes one dynamic email form)
- Installation on host

Copywriting

Several of the source documents can be repurposed in either as is form or with slight modification for use on your web site. All additional copywriting will be provided for your web site to include:

- Mission Statement
- Company Philosophy
- Company History
- Staff Profiles
- Services
- Vendor Information

PUBLIC RELATIONS

Getting the word out is a key aspect of your marketing mix and one of the most effective methods of letting people know who you are is public relations. By targeting customers, vendors, organizations and publications with a consistent PR campaign you can create a compelling narrative while selling your brand and your services.

PR Services include:

- Develop PR Keyword List
- Develop Concise PR Key Phrases and Concepts
- Develop Press Release Template
- Develop Press Release Boiler Plate

OTHER AVAILABLE SERVICES:

- Client Services Manual
- Reciprocal Links
- Research review sites
- SEO
- Photography
- Estimate Template
- Contract Template