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Marketing and Advertising

Our team includes the VP of Marketing and Advertising, as well as other marketing support staff including branding experts, advertising gurus, and writing specialists. We provide an assortment of marketing and advertising services including the following:

- ◆ **Strategic Marketing Plan** – We provide recommendations and suggestions to improve existing marketing plans and efforts. Alternatively, we can review your Business Plan, goals and objectives, marketing efforts, and advertising copy to develop a revised or new Strategic Marketing Plan to grow your existing business or new products or service lines.
- ◆ **Internet and Web Services** – Your website is the sum total of marketing materials for most businesses in today's world, and its content and graphics are critical to your success. Webmasters are not marketing gurus, but our web team members are.
- ◆ **Brochures, press releases, advertising copy** – On an as-needed basis we can draft or edit all of your marketing materials and advertising copy and produce press releases that will bring your business the attention and recognition you desire. Ask for samples.
- ◆ **Radio, Video, and TV Advertising and Production** – Depending on the size and target area of your business, we will develop appropriate messages to be broadcast at the local, regional, or national level, utilizing the services of our network of production specialists and studios. Working together, we can produce hard-hitting ads or marketing videos that will define your products or services to the target audience you wish to reach.

Small businesses cannot afford dedicated staff for new business development. We offer an affordable alternative. Larger, established businesses need to consider new paradigms to reach expanded and new audiences, such as the Internet. We also have Search Engine Optimization (SEO) consultants.

Tell us how we can help, and we will provide you with a FREE analysis of your existing Strategic Marketing plan and related efforts.