



MARKETING *Checklist*

How many of these questions are you actually considering when writing your marketing plan?

- Who is your target audience?
- What are their problems or pain?
- Why is this what they need to read, see, or hear?
- Does the subject line get their attention?
- Does the first sentence draw them in further?
- Does the message address their pain in a simple, easy-to-understand way?
- Are you saying the most that you can with the least amount of words?
- Will they understand what you're saying?
- Are you presenting a simple, strong solution?
- Do you have a strong enough message that urges readers to take action?
- What is the one thing you learned from creating this marketing piece?
- What action will be taken as a result of what you've learned?
- How do you track the success of your campaign?



Here are some quick tips to consider.

Keep it simple and unexpected. Make it concrete, credible and include a story with emotion and always keep them interested in what you have to say.

Call 800.466.9880 or scan the QR code to review your checklist with us!

 Marketing

 Direct Mail

 Fulfillment

 Print Management

 Event Support

 Signage



client *focused* solutions

We help companies and organizations implement their business and marketing strategies from thought to delivery

Call 800.466.9880 to get started!

Our Core Values

- Wow the Client Every Time
- Listen to Understand
- Be Problem Solvers
- Embrace Change
- Be Positive and Respectful



Marketing

Strategic • Integrated • Multi-Channel

We take pride in helping businesses and organizations adapt their strategies to the evolving marketing landscape and can help you market anything from events to direct mail campaigns.



Fulfillment

Secure • Reliable • Organized

Our goal is to exceed our clients' expectations by providing cost effective storage, logistics and distribution solutions. We strive to provide you seamless fulfillment support.



Event Support

Storage & Delivery • Signage • Collateral

Event planning can be time consuming, and we understand that. That's why our team of event support specialists will work closely with you to ensure that your events are a success.



Direct Mail

Design • Personalization • Postage & Mailing

We can handle all your direct mail projects from design to distribution and have experience with postal regulations for maximum discounts. We can help find you the most cost-effective solution for your mailing project.



Print Management

Full Color • Wide Format • Print-on-Demand

We have a complete digital print and copy center and have the experience to provide you with the highest quality on all your printed material. We provide an effective, streamlined process with a fully automated and customized print management service which helps measure and control your printing costs.



Signage

Signs • Banners • Tradeshow Displays

We believe that signage, when properly integrated into a company's messaging mix, can dramatically improve the effectiveness of its marketing and sales programs.

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