

**Marketing Solution Pack** is an array of defined marketing services designed to help emerging growth and mid-sized businesses optimize marketing performance. These bundled business-to-business marketing solutions encompass essential tools necessary to increase revenue, build markets and improve overall marketing performance. Each Marketing Solution Pack provides additional value by including an assessment and execution plan with tailored solutions specific to your marketing needs. The unique fixed-price packaging of the Marketing Solution Pack allows for the costs to be spread over time and for trouble-free management of your marketing initiatives .

Marketing Solution Pack is offered in basic three levels; however, each can be tailored to your specific needs:

## marketing solution pack™

Marketing Solution Pack is offered to start up companies or small existing businesses. It is designed to quickly and effectively help business owners institute proper marketing initiatives that lay a foundation for continued business success.

## marketing solution pack™ PLUS

Marketing Solution Pack Plus is designed to take companies to the next level of success. Plus is focused on cost effective day to day management of marketing functionality offering business owners continuous and responsive solutions.

## marketing solution pack™ EXTRA

Marketing Solution Pack Extra is for businesses that are looking to introduce a new product to the market place. Extra can also be used to assist companies desiring to reach the next level of growth or experiencing market change through a merger, acquisition or reorganization.

### Assessment

- Marketing and Sales process analysis
- Marketing and Sales business integration

### Identity Creation / Refinement

- Logo / Branding
- Letterhead / Envelopes / Business Cards
- Template Design

### Collateral Identification

- Development of basic brochure / flyer
- Authoring of white paper
- Initial sales kit

### Plan Development

- Identification of market opportunities
- Competitive brief

### All Basic Marketing Solution Pack offerings - PLUS

- Presentations / Proposal design
- Advertisement Development
- Customer Experience Management

### Development of company Internet initiative

- Internet web site design / hosting / support
- Extranet development

### Communications

- Public Relations campaigns
- Investor / Employee / Client relations

### Term execution services

- Continuous marketing / sales support services

### Market Analysis of Product

- Market Landscape
- Competitive Landscape

### Introduction Plan

- Roll Out
- Marketing Collateral
- Public Relations
- Sales Plan

### Product Summary (Marketing Perspective)

- Internal fulfillment plan
- Post introduction support
- Product life cycle planning
- Trademark registration