

Integrated Marketing Communications Plan

The personalized guidance you need to achieve your goals.

You probably wouldn't embark on a long and difficult journey without a map to guide you. But it's surprising how many business owners try to achieve success without a plan to show them the way.

No matter what goals you've set for your business, the fastest and most cost-effective way to attain them is with an Integrated Marketing Communications Plan that has been custom-developed for you by *Excel in Marketing*.

Step by step, our plan for your success.

First, we'll help you establish clearly-defined marketing objectives based on your business goals. These might include increasing awareness, improving sales, gaining market share, changing how your company is perceived in the marketplace, or launching a new product or service.

Next, we'll analyze your current marketing efforts to learn the answers to these important questions.

- What types of individuals or companies have you identified as your target market? How and when are you communicating with them?
- Are you talking to prospects at the right stage in the buying process?
- What customer data are you capturing, and how are you using it?
- How are you generating leads, and how much is each lead costing you?

We'll see if you're getting maximum Return-on-Investment from the dollars you're spending on marketing and advertising. And we'll develop a profile of your "ideal customer" and determine what advertising message that person is most likely to respond to.

We'll help you put the pieces together.

The sheer quantity of marketing tools available to you can be overwhelming. It's tough to know which ones to use, which to avoid, and how well they perform together. Based on our research, we'll recommend the integrated media mix that's precisely right for you, at a cost that's within your budget. Our recommendation might include:



No more wrong turns! Your Integrated Marketing Communications Plan will show you the quickest way to achieve your goals.

- Print, broadcast, or other types of media advertising.
- Direct mail.
- Email and other Web-based communications.
- Public relations.
- One-on-one selling.
- Event sponsorship
- Sales promotion.
- Telemarketing.

Your Integrated Marketing Communications Plan will provide you with the detailed, step-by-step guidance you need to implement our recommendations yourself. Or, if you prefer, we can implement it for you. Either way, you'll be traveling in the fast lane toward the success you've always wanted.

Your personal team of marketing experts.

Excel in Marketing (EIM) provides integrated marketing services to small and mid-sized businesses of all types. Unlike ad agencies, which have high fixed costs they pass on to you, or solo consultants, who have limited breadth of experience, EIM assembles a team of experts specifically for your project, to give you precisely the resources you need at an affordable cost. All of EIM's team members have worked for Fortune 500 companies, enabling you to benefit from enterprise-level tools and processes that otherwise might not be accessible to you.