

Totally Integrated Marketing

Pre and Post-Production Services

- Television & radio
- Brand, business to business and direct to consumer
- Script writing, creative direction, editing and delivery

Broadcast Media

- Negotiate with networks for best rates and value added bonuses
- Coordinate traffic and toll free number assignments
- Monitor and share pre-times
- Evaluate performance and report MER in daily media report
- Monitor and settle network affidavits for credits

Print Media

- Strong relationships with national publications
- Negotiate for best rates and value added bonuses
- Manage creative, material due dates, insertion orders and printed samples
- Evaluate performance and report MER in a daily media report
- Manage direct mail programs using industry demographic customer lists

E-commerce Media

- Website development
- Setup and manage custom web reporting and functionality
- Manage special online programs for direct mail tie-in
- Manage SEO (Search Engine Optimization)
- Setup and manage cost effective E-commerce promotions to boost sales
- Blast emails, banners, pop-ups; create special partner/referral programs for industry specific sites
- Manage material due dates
- Negotiate for best rates and value added bonuses

In-Bound/Out-Bound Sales

Call Center

- Set up and manage call center with broadcast, print and direct mail programs
- Manage conversion and reporting
- Set up custom online reporting for calls and sale capture
- Manage tie in with fulfillment and customer service

Retail Sales

- Develop electronic retail order/sales process
- Develop sales programs and incentives that work for retailers and sales team
- Retail point of purchase displays and collateral
- Help develop and maintain retail relationships

Creative Services

- Corporate identity packages
- Branding and packaging design
- Print and e-commerce creative
- Direct mail design
- Licensed merchandise and apparel design

Public Relations

- Strong relationships with national editors and other industry publication personnel
- Constant review of editorial calendars and media opportunities
- Submit product and media kits for free reviews, editorials and charity events
- Provide progress reports

Order Processing & Fulfillment

- Cost analysis, contract negotiations and bottom line management
- Develop and implement programs that monitor performance in all areas
- Excellent DR rate comparison with merchant companies

Customer Service

- Develop and maintain a customer service program that monitors CS performance and product management
- Develop programs for customer service representatives to "save the sale" to cut back on refunds

Product Sourcing & Development

- Product sourcing; local and overseas
- Product packaging
- Quality control
- Freight forwarding management

Competitive Analysis & Market Research

- Consistent analysis and reporting on competitor marketing efforts
- Quantitative and qualitative market research