

# 10 steps to marketing success

## Customize your approach to key audiences



If you handle marketing at a professional firm or nonprofit, you often are in the position of selling, informing, inspiring and motivating people to act on your initiatives. We offer a range of marketing tactics to assist you in these efforts. Choose from the following menu of items (#1 – 10) and we'll develop a plan of action, a timeline and a budget that meets your needs. We recommend that you start with a marketing plan and pair tactics to the plan.

1. **MARKETING PLAN** – Allow us to research your strengths, weaknesses, opportunities and threats (SWOT analysis) and develop a strategy to reach your best prospects. It's a thorough, complete roadmap to reach important objectives. It contains monthly action items and quarterly initiatives that will help you reach your goals. *From \$1,950.*
2. **WEBSITE** – A “must have” in this wired world, your website works 24/7 to provide timely information to current and potential customers. It can also streamline requests for samples, inquiries, bids and appointments. We'll write the website and plan the site architecture. A graphic designer will design and launch your site. We also offer updates and maintenance. *A total website design and launch starts at \$4,950.*
3. **NEWSLETTER** – Customize industry news to your organization and highlight your services, features and benefits to enhance client loyalty and invite new prospects to learn more. We can also convert your newsletter to an e-newsletter and e-mail it to a “permissioned” list. *E-newsletters from \$750; print newsletters from \$3,750, plus printing and mailing.*
4. **BROCHURES** – Detailing the services and features of your practice or organization leads to more sales, better prospects and a sharper image. Precise, descriptive writing and appealing graphic design bond your message in an impressive format. *From \$1,750 (tri-fold) plus printing.*
5. **SOCIAL MEDIA** – With specialized use of this medium, you'll reach new prospective customers. We'll use key words, links and timely topics to direct more visitors to your website. *From \$500 per month.*
6. **DIRECT MAIL** – For special offers or to reach new prospects fast, this medium can be highly effective. We write, design and handle printing and mailing of postcards and tri-folds. *From \$1,500, plus printing and mailing.*
7. **FLIERS** – Promoting a new service or announcing an event can be done efficiently with a flier. It also converts to a PDF. *From \$650.*
8. **MEDIA** – It took a lot of education and experience to achieve your level of success. We'll promote your expertise and services to put you “in the news” through a targeted approach with the media. We'll also advise you on how to handle the interview. *From \$1,500 per promotional event/press release.*

Strategy, writing and design

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9. **SPECIAL EVENTS** – Whether an open house or a presentation, events enable clients, prospects and referral sources to learn more about your service and build relationships. You'll benefit from our detailed planning and promotion before and after the event, as well as presentation development. *Inquire about rates.*
10. **IDENTITY PACKAGE** – Allow us to create a logo that captures the essence of your brand. Once finalized, we'll apply it to your letterhead, envelopes, business cards, note cards, flier template and fax sheet. If you need signage, we have that covered too. *From \$1,200, plus printing.*

**ABOUT OUR COSTS:** Once your marketing plan is set, we'll work within your budget to produce materials, host events and get publicity through conventional means and social media outlets. A retainer for ongoing promotion of your organization begins at \$2,500 per month, for a six-month minimum period. This is applied toward consultations, development of selected marketing materials, web-based communications, referral communications and media relations. A retainer agreement allows us to work smarter for your company. For companies with smaller budgets, marketing materials can be produced on an as-needed basis.

These cost guidelines may vary based on company size, number of locations and specialty. Our marketing services are geared toward professional groups and companies that provide a service.

Travel expenses for clients outside southeast Michigan will be itemized and charged to the client. These typically are associated with client-consultant meetings, on-site interviews and special events.

**WE KEEP IT SIMPLE FOR ONLINE CLIENTS:** Most of the items that we develop can be communicated and/or delivered by phone, Skype, e-mail or overnight delivery. Our innovative, niche-based approach will help you gain market share, increase your company's visibility, and build client/donor loyalty and referrals. You'll benefit from a creative service that is responsive, professional and cost-effective. View samples on the home page at [www.cezatcreative.com](http://www.cezatcreative.com).

**TO INQUIRE ABOUT A CUSTOMIZED MARKETING PLAN,** call (734) 416-5915 or complete and e-mail the **"Contact us"** information on our website. We have a quick assessment tool that helps us learn more about your marketing needs so that we can provide a bid and timeline to produce winning materials that will highlight your services in print, on the web and in person.

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