



Marketing and Sales Support Overview

Marketing

- Annual Planning and Creative Calendar - planning of all marketing communications subjects, messaging, media, and schedule
- Advertising - branding, awareness, association, sponsorships in traditional and digital forms
- Branding - logo and brand graphics design, rollout of new brand with brand guidelines
- Public Relations - news releases and media relations
- Website Development and maintenance
- Mobile App Development and maintenance
- Social Media - content creation, calendar, posting and response monitoring

Sales Support

- Event Management - presentations, booth design and production, pre- and post- event promotions
- Email Marketing - ongoing news/expert marketing e-newsletter, library of email content for sales use with cases, testimonials, and third-party industry content
- Customer Relationship Management - CRM set up, administration, and sales staff onboarding and support
- Proposals - Design and
- Development of Unique Selling Proposition - sales training and role playing using USP
- Target Market Personas - development of personas and content to engage each target