

As you consider your organization's marketing options, this list can be a useful idea-starter. In our 25+ years, i To Eye has designed and implemented every type of marketing tool listed below.

Services

Featured Services

- Web design and development
- Mobile optimization for existing websites
- Mobile coupons and loyalty programs

Online Marketing

- Web design and development
- Turn-key e-commerce solutions
- Online ads and banners
- Search engine optimization
- Social media marketing
- E-newsletters

Social Media Marketing

- Facebook fan page design
- Blog, Facebook & Twitter content creation/management

Company Identity

- Logo
- Company slogan or tag line
- Mission statement development
- Letterhead/Envelopes/Business cards
- Forms
- Note cards
- Interior and exterior signage
- Phone message on hold

Sales Support

- Brochures
- Pocket folders
- Catalogs
- Sell sheets and flyers
- Sales motivation presentations
- Sales training presentations and printed material
- Laptop/tablet presentations for sales calls

Public Relations

- Press releases
- Event sponsorships
- Charitable/civic organization support
- Media events

Outdoor Advertising

- Billboards
- Store signage
- Vehicle wraps and custom painting
- Bumper and window stickers

Media

- Radio and TV commercials
- CD/DVD multimedia presentations
- CD/DVD video and audio presentations
- Flash Drive presentations
- Video business cards

Point of Sale

- Packaging design
- Signage, aisle and register displays
- In-store video presentations
- Posters and "shelf talkers"
- Product demonstrations and sampling

Print Advertising

- Trade and consumer magazines
- Newspapers
- Yellow pages
- Industry directories
- Direct mail campaigns
- Inserts, reader service cards or "tip ins"
- Coupons and incentives
- Newsletters

Trade Shows

- Booth or standing displays
- Branded promotional items
- Contests
- Product demonstrations and sampling
- Video and multimedia presentations
- Ads in show publications
- Slideshow presentations

Market Research

- Focus groups
- Online surveys
- Direct mail surveys