



iTO**eye**
ADVERTISING

Marketing Toolkit

We help businesses make sound marketing choices, design effective marketing materials, and put plans into action to create business. Our team is adept at all methods of advertising, sales support, public relations and corporate communication. We follow logical, time-proven strategies that produce results.

The *i To Eye Marketing Toolkit* explains our method and presents an overview of choices. *The Toolkit* is an excellent starting point to brainstorm your company's marketing direction. If you are motivated to take action, contact us for a no-cost, no-obligation consultation to review your marketing goals.

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Before We Begin . . .

People often use the terms advertising and marketing interchangeably. For clarity, we've chosen to define **marketing** as the parent term for all efforts used to build a business.

Marketing Encompasses:

- Advertising
- Sales Support
- Public Relations
- Corporate Communication
- Customer Service

Our Method

- ❶ Analyze the product and market
- ❷ Choose the appropriate methods to communicate with the target market
- ❸ Design and produce marketing material
- ❹ Create a plan
- ❺ Market consistently
- ❻ Measure results and adjust the marketing plan as necessary

There is no magic in our formula. Over the years, we've observed that our clients know their product and their marketplace. They understand that applying the correct marketing methods can increase business dramatically. The challenge is often overcoming inertia and maintaining consistent efforts.

We help you to:

Overcome inertia

Make sound marketing choices

Create, produce, and deliver effective marketing material

Monitor the campaign to keep goals on track

Step 1: The Analysis

The foundation of successful marketing begins with a complete definition and analysis of your product or service, your sales and distribution methods, the target market and most important, your goals. This comprehensive consultation is the critical first step in achieving your goals.

Step 2: The Tools

The secret to success in any project is choosing the right tools. Today, there are more options than ever to market your business. Understanding the effectiveness of various marketing options is important, and consistency is critical. Choosing efficient marketing tools—methods you can afford to use on a long-term basis—will build a solid foundation for your marketing program. The *Marketing Options* on [page four](#) provide a great way to begin brainstorming the selection process.

Step 3: Design and Produce Material

Despite the myriad of new marketing options, the essence of good communication has not changed. Your company's unique story must be delivered clearly and creatively, whether the medium is the printed page, a blog post or a corporate video. With over 20 years of design, copy writing and production experience, the *i To Eye* team can quickly zero in on the most effective creative direction for your marketing campaign.

Step 4: The Marketing Plan

Marketing is the engine that moves a business. It requires a forward-looking approach. Without a marketing plan and project calendar, most efforts degenerate into a "Ready – FIRE – Aim" mode, with inconsistent results. We know that creating and maintaining a project calendar can be challenging. This important task is included as part of *i To Eye's* service when we implement a marketing campaign for our clients.

Step 5: Market Consistently

After you've planned a strategy, chosen and created your tools, the obvious next step is to put the plan into action. Companies with successful marketing programs are not necessarily those who commit the biggest budgets to the most expensive media. More often, the winners in the marketing game are organizations who stay committed. Those who plan well, choose the right tools and stay committed will see the rewards. As with any worthwhile endeavor, the first steps are the hardest. But the time and

effort invested will return many-fold as marketing begins to pay off in business growth and profits.

Step 6: Monitor and Measure Results

Successful marketing requires on-going monitoring. An integral part of *i To Eye's* service is periodic review of campaign efficiency. We help our clients quantify results and, if necessary, modify the creative approach or choice of media to improve the return on investment.

Let Us Create Your Unique Marketing Formula

We know the *i To Eye Marketing Toolkit* method works, and we are happy to offer it as free advice. If you plan wisely, employ the appropriate tools and market consistently, business will grow. Marketing will become a powerful engine to generate sales and profit.

Seeing our clients grow and prosper has been our business, our passion, for over 20 years. Our services are available on many levels, from single design assignments to full-service, comprehensive campaign development. We bring the same results-oriented approach to every project.

The [last page](#) of the *i To Eye Marketing Toolkit* is a categorized list of the many marketing options available to build your business. As you consider your organization's marketing goals, this list can be a useful idea-starter. In our 20+ year history, we have produced creative marketing material utilizing virtually every option in the list.



We welcome the opportunity to put our time-proven methods to work for you.

If you're ready to build your business, contact us for a no-cost, no-obligation consultation:

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Marketing Options

As you consider your organization's options, this list can be a useful idea-starter. In our 20+ years, we have designed and implemented virtually every type of marketing tool listed below.

Company Identity

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

Online Marketing

- Websites
- Online advertising & banners
- Search engine strategies
- Email marketing
- Electronic newsletters
- Social media marketing
- Blogs

Sales Support

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

Outdoor Advertising

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

Public Relations

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

Electronic Media

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

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

Point of Sale

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

Market Research

- Focus groups
- Online surveys
- Direct mail surveys