

## CONNECT TO YOUR CUSTOMERS SMALL BUSINESS SERVICE PACKAGE

### Marketing & Branding Road Map

#### STEP 1:

Identify your ideal customer and target market

★ Demographic & Geographic Information:

Age, Sex, Education, Income Level, and Discretionary Income  
Drive Time, Daytime Demographics

★ Identify where your Customers are and their Lifestyle Attributes:

*This information helps you market to your customers through their existing product preferences.*

★ Connect with other referral business partners

*"Where are my customers?"*

#### STEP 2:

Determine the best advertising solutions for your business to *Connect to your Customers*

NEWSPAPERS  
TRADE MAGAZINES  
DIRECT MAIL  
FLYERS  
SOCIAL MEDIA  
SPONSORSHIPS  
TRADE SHOW EVENTS

*"Where are the best places to spend my limited marketing dollars?"*

RADIO  
TV  
INTERNET  
SEO/ PPC  
ASSOCIATION  
MEMBERSHIPS

Know where to start marketing your business with Quarterly Action Steps!

#### STEP 3:

Brand It will create a custom marketing piece, with targeted messaging, designed to *Connect to your Customers*. I.e. Flyer, Direct Mail Piece, Sell Sheet

**ACCOUNTABILITY & SUPPORT:** Includes monthly consultation to review upcoming marketing opportunities and objectives.

*\$375 per month / 3 month minimum*

*Estimated 15 hours of Design & Consulting time (5 per month)*

Lori Marsh – Owner

