

Marketing Tools and Processes to help your Sales GROW!

From:
The MIP: Information In Action
(972)924-5310
MIP-InfoInAction.com



Big Projects?

- Strategic market overviews or detailed customer viewpoints
- New Product launch programs (integrated web content, brochures)
- Corporate identity, for existing companies or new ventures
- Customer Relationship Management (CRM) structuring and implementation
- Drip Campaigns for demand generation and lead nurturing
- Web positioning, strategy, architecture, and content

Intermediate projects?

- Press Programs – from creation of a Press contact list to invitations, programming, press kits, management, and, if requested, moderating
- Show management/General – scheduling resources from staff to booth to equipment
- Show management/Press – press kits, press invitations, scheduling and meeting facilitation; Making the most of your presence for the least amount of money
- Video email campaigns – story boards to supervision of video to launch [requires working with video graphic designers]
- eNewsletters
- Search Engine Optimization (SEO)
- Sales Book Development

Bits and Pieces?

- Articles
- Application notes
- Personalized direct mail campaigns
- Personalized email campaigns
- Personalized Sales email campaigns
- Press releases
- Press presentations
- Press Kits
- Tradeshow booth – strategy and implementation management
- [requires working w/graphic artist]
- Webinars and Pod Casts

* **WYMN** [“Whatever You Might Need”]