

# The Way We Think

## About Integrated Marketing Planning

A thoughtful approach to Marketing Planning

## Overview

We'd like to introduce you to our way of thinking and what it can accomplish for your business, because we do a lot of it. We think your needs through, turn the process upside down and think it all through again. We don't ever do things half way.

Another thing we do a lot of is listening. Really listening. What sets LeDuc Creative Co. apart is our ability to listen to your needs carefully and competently. The goal of this process is to analyze, refine and (depending on the situation) implement completely new ideas that will propel your business to the forefront of the market.

LeDuc Creative Co. represents clients found in a wide range of industries, from medical and manufacturing to restaurants and academic institutions. We bring all of this knowledge and experience to the table--in combination with your input about your business--and build ideas and strategies using our combined wisdom.

Our full range of services include: strategic branding, production and management of advertising, collateral, press releases, broadcast, websites that utilize social media and the design of measurable metrics. Services that are essential to the execution of a successful marketing plan culminating in a strategic advertising campaign designed to increase your consumer base and profitability.

Ours is an integrated plan, combining the best attributes of offline and online marketing. Our latest focus is on providing state-of-the-art "social" marketing guidance including: Facebook, LinkedIn, Twitter and YouTube. Representing your business in the newest forms of social media will showcase your ability to stay current and reach new markets using the latest technology. Utilization of these outlets will maximize exposure and enhance search marketing at a minimum cost thus increasing profitability.

## Implementation Strategy

Our approach will be strategically divided into 3 phases. We anticipate this process having a timeline of approximately one full calendar year. Briefly:

### Phase One

#### **Client Overview & Research**

Phase one will encompass a thorough review of all aspects of your business's current marketing/media materials and approaches as well as analysis of where your company currently stands in the market. We will thoroughly understand your brand and the direction necessary to achieve your business goals. Together we'll look at what is currently working and what is not. During this phase, multiple collaborative meetings will be necessary to discuss past, current and future marketing approaches.

**Timeline:** 1-2 months (depending on scheduling)

### Phase Two

#### **Marketing Plan & Implementation**

Phase Two will encompass the compilation and initial implementation of a strategic marketing plan. The knowledge gathered from Phase One will guide the planning of your marketing approach. Phase Two will specifically outline your strategic Marketing/media plan. Once approved, writing, design and production of your marketing elements will proceed.

**Timeline:** 3-8 months

### Phase Three

#### **Maintenance**

Phase Three will provide the "Maintenance" necessary for all the components developed in Phase Two. This may include such diverse items as additional business cards, updated information on the website, new press releases, Facebook updating, etc. Items that need adjusting, updating and revisions will be addressed in this phase.

**Timeline:** 1-2 months (to ongoing)

## Proposed Timelines

**Phase 1: 1-2 Months**  
Overview & Research

**Phase 2: 3-8 Months**  
Marketing Plan & Implementation

**Phase 3: 1-2 Months (ongoing)**  
Maintenance

## Expected Results

The result of this process is designed to keep your brand name on the forefront of the market and keep your marketing material effective, consistent and current. This will ultimately increase your business's exposure, market share and profitability. LeDuc Creative Company will help your business:

- Be viewed as a leader in the market and on the cutting edge of technology by the methods you communicate with your customers.
- Showcase your company's strengths in the most current and effective methods.
- Gain prime market share.
- Increase your profitability.

## Scope of Work

Listed below are the areas that LeDuc Creative Co. will carefully consider, review, revise, advise, design, redesign and strategize. First we'll listen, then we'll look, then we'll advise. Then we'll listen again. We believe that the best results come from combining our years of experience with yours. We also believe that the best results come from designing measurable metrics into our project engineering to analyze your results.

A thorough analysis of the following areas will be important to making further marketing recommendations. Each topic below will be reviewed in completion during Phase One:

### **Mission Statement**

Your mission statement defines you, literally. Developing a mission statement is necessary to articulate your business's framework and goals. This framework becomes the foundation and structure that business decisions are based upon. LeDuc Creative Co. will work to capture your essence and help you articulate your desired position in the market. If you already have a mission statement, we'll review and update your vision, if necessary.

### **Brand**

Your brand embraces all of the areas where the public is "Exposed" to your corporate "Look and Feel". Branding incorporates your logo, business description line and or tagline and is viewed across all media. It is essential that before any marketing direction is set forth, the solid foundation of your branding and messaging is put in place.

### **Business Description Line (if necessary)**

This short, usually very short, copy line will concisely position and describe your businesses.

### **Image**

Your corporate image will encompass all of the areas where the public is "Touched" by your corporation. Your image ranges from the appearance and demeanor of your staff, the tone and feel of your radio spots, to the content and look of your collateral materials. Your current image will be discussed as well as the desired image you are hoping to achieve.

### **Logo**

Your logo visually represents who you are as a company. This is generally the first opportunity to make an impression with your customer, making it an important component of your business image. Representation of your logo in all aspects of your business and marketing will guide the "Look and Feel" of your customer experience. Design elements such as typeface (font), color and imagery all play an important role in the thoughtful development of your logo.

### **Tagline**

The tagline is an "Add On" to your logo when deemed appropriate that further describes the messaging of your logo. We recommend the inclusion of a compelling tagline to enhance your company branding.

## Corporate ID

Corporate Identity becomes the extension of your branding. Your Corporate ID marketing tools further extend the reach of your business image and are an opportunity to provide a professional and concise representation of your business. Your Corporate ID materials must act as a vehicle to set the tone for your brand. Your current letterhead, envelopes and business cards will be reviewed for relevancy, consistency and clarity.

**Letterhead** is a key component of your corporate ID. Many communications still take place via letter and it is important that your materials are legible, professional and communicate your desired image.

**Envelopes** will be developed in keeping with the "Family" look and feel of your materials.

**Business Cards** are essential for delivering a quick portrayal of your business. These can be one of the first visual representations of your company, and should contain concise and effective contact information.

**Appointment Cards (for professional services)** are necessary to keep your customer no show rate at a minimum. These cards will contain a distilled down version of your business card with space available to write down the appointment information for the convenience of your customers.

## Website

In our current day and age of technology, an effective "User Friendly" presence on the web is essential. Your website provides a contemporary outlet to deliver pertinent information to customers both old and new. We'll review the effective and ineffective components of your current website and propose updating as necessary to keep your website sharp and current. If it is necessary we will build you a creative and cutting edge website from scratch.

## Web 2.0

Web 2.0 refers to websites and applications which encourage user engagement in the form of sharing links, bookmarking pages or interacting with prominent social networks. While standard, non Web 2.0 integrated websites limit site users to passively viewing content, Web 2.0 websites encourage user interaction, making your site more memorable and better at generating leads and customers. We help you make sure your website visitors have an engaging experience on your site, whether it be through submitting FAQs, RFQs or sharing your site with a friend on Facebook.

## Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of improving a website's rankings in "natural", or un-paid search results. A solid SEO strategy will help your business "get found" for your most profitable products and services in search engines and can significantly expand your business' overall market visibility. To get the organic search engine rankings your business needs, our SEO specialists incorporate specialized coding, meta tag writing, copywriting and a number of link building strategies into a comprehensive campaign.

### **Social Networking**

Incorporating social media presence on networks like Facebook, YouTube and Twitter is becoming an essential part of remaining current in today's market. More and more businesses in both business-to-consumer and business-to-business marketplaces are using these tools to remain current, relevant and - most importantly - visible to their customers. We can help you leverage these tools to not only remain current, but to capture more attention and encourage action from your target audience.

### **Collateral**

This refers to printed materials that are used to promote your business that neither fit into the advertising or corporate ID category. A thorough review of all past and current collateral marketing pieces will be compiled. We'll look at where you have been, where you are now and where you want to go.

### **Print**

In order to create an effective marketing campaign all different forms of media must work together. Print media will help drive customers to your door. Working in conjunction with all other forms of advertising, print media will give your customers a tangible link to your business and products/services.

### **Advertising**

Whether it is consumer advertising, direct mail, trade publications, business to business, trade shows or outdoor boards, we'll consider every aspect of your budget and how it is best utilized. What worked last year, may not work this year. We'll retool your marketing dollars to fit the changing economy as well as the technological changes and opportunities. Having a creative advertisement campaign that sets your business apart will define it as a leader in the industry.

### **Marketing**

The economy is on the rebound; having an integrated process through which your company can create value for your customers and build strong relationships for you and your customer's customers will help you emerge more profitable than before. Our goal is to create a marketing process that utilizes all forms of social interaction in order to create these customer relationships.

### **Media**

Media purchases will be considered during this initial analysis to make sure you are getting the best bang for your buck. Based on the demographics of your customer we will certainly consider T.V. (conventional and cable), radio, outdoor boards, bus tails, etc.

### **Press Releases/News and Editorial**

Comprehensive discussions will take place about writing and implementing methods to bring "Your Company News" regarding products, people and innovations to the market as quickly as possible. A press release campaign both in print and electronic will be considered. We will also look at any current newsletters being produced and consider any design elements that will improve its effectiveness and compatibility with both print and electronic media in order to increase your business's exposure.

### **Digitally Syndicated Press Release**

In addition to comprehensive print and electronic syndication, we offer online PR syndication to relevant online publications and search engine news aggregates. This helps with SEO, boosting your website's search engine rankings and improving brand awareness.

### **Email Campaign**

Your current "Contact Management" operations will be analyzed for effectiveness. Utilizing email as a message delivery system is important in today's business world and doing so professionally and in a timely manner will be considered in the context of your total marketing strategy.

### **Target Profiling**

Target profiling will consider the age, gender, income, geography and education of your desired market. Our marketing campaign will target anyone who crosses your doorstep. The highest return from your potential customers will be received when these targets are most closely met.

### **Geography**

All aspects of geography will be considered in relationship to your business success.

- Your physical geographic location
- Your clients physical geographic location and current methods of reaching them
- A local vs. global market
- Other geographic opportunities and challenges

### **Return on Investment (ROI Measurements)**

We will design and implement a comprehensive plan to make sure that your investment in marketing and advertising turns directly into an increase in customers, public awareness and positive community feedback. Our main goal is to increase your profitability, and the only way for us to know that we are meeting that goal is to implement this plan. Promotional information, priority customer giveaways, direct mail discounts, all possible avenues tracking the Return on your Investment will be implemented. If something doesn't work we will turn the process on its head and try something new in order to reach our goal.

### **Mascot**

Occasionally a "Mascot" will be developed to further "Personalize" your Corporate ID materials. Your mascot will be truly unique to "You" and will embody qualities and traits that further describe your approach to business. A well developed mascot can greatly increase the brand identification of your business in a tasteful, highly memorable way.

### **Premium Item**

These specialty items are usually "Give Away" trinkets to keep your logo or company name readily visible to your client base. These items range widely in scope and can encompass anything from a coffee mug to a pocket knife.

## Next Steps

### Let's Get Started

We understand the urgency of your business needs. Our goal is to make our process understandable and manageable. We will commence when you are ready, but due to the ongoing nature of your project, we recommend the sooner the better.

In this ever changing marketing world we know that you have many choices of whom to work with and we appreciate your consideration. We look forward to "Showing You Our Stuff" and providing The Way We Think with creative, timely and effective materials.

**Thank you for taking the time to review our thoughts.**

All the Best,



John LeDuc

*Applying art, business, technology and thought to your business for better results*