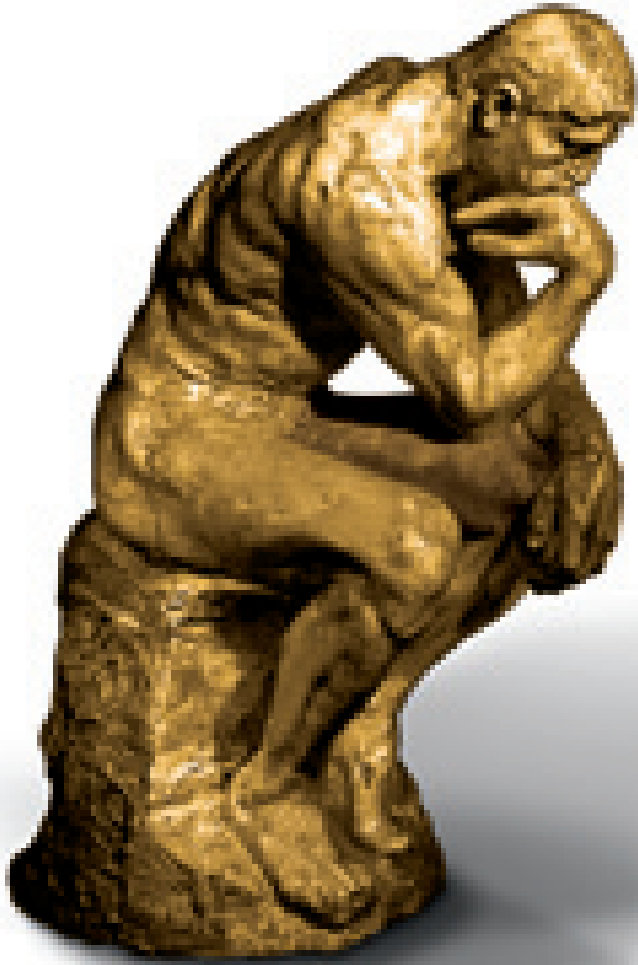


The Way
We Think



Overview

We'd like to introduce you to how we operate, and more importantly, how we listen to what your business needs to not only succeed, but thrive.

LeDuc Creative Co. has extensive experience representing many clients across a broad range of fields and industries. We use that vast knowledge and experience to provide these optimal services:

- Analyze your business needs and desires;
- Strengthen shared ideas to refine or revamp your message; and
- Build and implement strategies that *accomplish your most critical objectives* and *propel your business to the forefront of the market.*

Our integrated three-phase strategic marketing plan includes a comprehensive range of services:

- Strategic Branding
- Production and management of advertising and marketing collateral
- Press releases and media kits
- Broadcast and video
- Websites with measurable metrics
- Social media

LeDuc Creative Co. provides all services essential to an effective marketing plan. We utilize the best attributes of offline and online marketing, including social media platforms such as Facebook, LinkedIn, Twitter, Pinterest, and YouTube. By enhancing search engine optimization to directly reach the target market, we are able to heighten exposure and increase market share and maximize profit.

Implementation Strategy

Our three-phase strategic approach is summarized below along a projected one-year timeline:

Phase One

Client Overview & Research

Phase One involves a thorough review of all past approaches to marketing and media plans- both general and specific.. During this period we analyze your company's position within the marketplace, engage in a series of collaborative meetings to determine the nature of your brand, and establish the steps necessary to achieve your business goals.

Timeline: 1-2 months

Phase Two

Marketing Plan Creation & Implementation

During Phase Two we create a detailed strategic marketing and media plan – and once it is approved, we methodically and meticulously implement it. Our writing, design, production, and account specialists work closely with you every step of the way.

Timeline: 3-8 months

Phase Three

Sustainability

During Phase Three we make certain to fully monitor and maintain every component developed during Phase Two that may require upkeep. Every item that may need adjusting, updating, or revising is given thorough attention during this phase, including website updates, additional press releases, Facebook postings, and other related matters.

Timeline: 1-2 months (ongoing)

Scope of Work

LeDuc Creative Co. thinks, listens, and then acts.

We carefully review every aspect of your business and then advise a plan. Every design, tool, platform, and strategy has been best utilized during this period. We know that the best results come from combining our experiences with yours.

Our complete proposal is provided at the completion of Phase One:

Brand

Your brand embraces every aspect of your public exposure. It's your company's look and feel; its name and reputation; its mode, method, and nature of doing business. It incorporates not just your logo and tagline, but every mention of your company across all media. It is, therefore, essential to establish a solid brand foundation upon which all other corporate imagery and messaging can be built upon.

Image

Your corporate image is on public display at all times – from the tone of your radio spots and the content of your materials to the appearance and demeanor of your staff. We will dissect the history and substance of your current image as well as the image you want to project.

Mission Statement

Your mission statement is your reason for being. It defines you. It articulates your framework and your goals, and it's the basis for every decision you will make. **LeDuc Creative Co.** is keen to capture your company's essence – and to help you express your vision.

Logo

Often your first opportunity to make an impression, is with your logo. It is critical to firmly establish your company's look and feel, and design elements such as typeface, font, color, and imagery all play an important role in the thoughtful development of your corporate logo.

Tagline and/or Business Description

Occasionally we find it necessary to suggest that a Business Description – a short line that concisely positions and describes your business – be used, as appropriate, for specified purposes and in certain contexts. More often we strongly recommend consistent use of a compelling tagline, in tandem with your logo, to enhance your message and solidify your brand.

Corporate Identity

Corporate Identity (ID) is the expression of your brand. Corporate ID marketing tools extend the reach of your image and provide a concise and professional representation of your business. Letterhead, envelopes, and business cards set the tone for your brand, and we will analyze all of these materials for relevancy, consistency, and clarity.

- **Letterhead** is a key component of your corporate ID. Many communications still take place by letter and your materials must communicate your desired image.
- **Envelopes** will be in keeping with the look and feel of your "family" of materials.
- **Business Cards** provide a miniaturized portrayal of your business. Perhaps your company's most common – and often its first – visual representation. Business cards

must not only contain concise and effective contact information but also communicate an instantaneous visceral message about your company's stature and professionalism.

- **Appointment Cards (for professional services)** are necessary to minimize your customers' no-show rate. These cards are a distilled version of your business cards, with available space for appointment information for the use and convenience of your customers.

Website

An effective, user-friendly presence on the web is essential for any company conducting business in the 21st century. 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 updates as necessary to keep your website sharp, current, and user -friendly.

Social Business Networking

Incorporating Facebook, Twitter, LinkedIn, and You Tube is essential to staying current in today's market. Companies utilize these business-to-business opportunities to remain at the forefront of technological innovation and their customers' thoughts. These methods provide daily opportunities for visibility and communication with your target market.

Advertising

Whether it's consumer advertising, direct mail, trade publications, business-to-business, trade shows, or outdoor boards, we consider every aspect of your needs to determine how to best utilize your advertising dollars. What worked last year may not work this year, so we'll suggest retooling ideas where needed to fit the changing economy and the constantly evolving technological opportunities. A nimble and responsive creative advertising campaign sets your business apart and defines your company as an industry leader.

Marketing

The economy is on the rebound; having an integrated process by which your company creates value for your customers – and builds strong relationships for you and your customers– will help you to emerge more profitable than ever. Our goal is to create a marketing process that utilizes all forms of commercial and social media interaction to create beneficial and profitable customer relations.

Collateral

This refers to printed materials used to promote your business that don't neatly or exclusively fit into either the advertising or the corporate ID categories. A thorough review of all past and current collateral marketing pieces will determine where you've been, where you are, and how to get to where you want to go.

Print and other Media

Various forms of media must work together in any effective marketing campaign. In conjunction with other forms of advertising, print media provides a tangible link to your customers and helps to drive them to your door. All media purchases – including broadcast and cable television, radio, outdoor boards, and bus tails – are considered, and decisions are based generally on customer demographics, targeted markets, and budgetary constraints.

Press Releases/News and Editorial

We'll engage in comprehensive discussions about written materials and the methods to bring "Your Company News" about products, people, and innovations to market as quickly as

possible. A press release campaign, both electronic and in print, will be considered. We'll also suggest adding executive profiles, white papers, case studies, and success stories, and we'll review newsletters and other regular communications to suggest design changes, as needed, to improve effectiveness and ensure compatibility with other pieces.

Email Campaign

As part of your total marketing strategy we analyze your "Contact Management" operations and suggest changes as needed to enhance their effectiveness and to upgrade the look and professionalism of your email message delivery system.

Targeted Profiling and Markets

Targeted profiling considers the age, gender, income, location, and education of your current and desired customer base. Aspects considered in relation to your likely business success include:

- Your location
- Your clients' locations and your current methods of reaching them
- Local vs. global markets
- Other geographic opportunities and challenges

Return on Investment (ROI) Measurements

We design and implement comprehensive plans to ensure that your marketing and advertising investments create measurable increases in public awareness, positive community feedback, customers, revenue – and profits. We consider every possible tracking method, including the development of promotional information, priority customer giveaways, and direct mail discounts. If one method isn't working, we suggest another.

Expected Results

A **LeDuc Creative Co.** Integrated Marketing Plan is designed to keep your company's name and reputation at the forefront of the market by establishing consistent, effective, and up-to-date marketing communication. We strive to increase exposure and heighten public awareness of every aspect of your company, thereby:

- Establishing your company as a market leader on the cutting edge of technology and communications
- Showcasing your company's strengths with the most up-to-date and effective methods
- Gaining market share
- Increasing profitability

Let's Get Started

We strive to make our processes – and the way we think – both understandable to you and beneficial to your company. We look forward to making The Way We Think an important part of The Way You Do Business.

All the Best,



John LeDuc