

getmarketingsizzle



Marketing so hot, you SIZZLE!



strategy
design
PR
events

Full Service Marketing Agency

Services





Sizzle: It sells. So, how do you get it?

Research ► Strategy ► A Marketing Plan ► Results

Sizzle is that subliminal factor that leads us to make a buying decision. Whether it's fajitas, moving services or that new car – there's something that draws you in. That something is the *sizzle*. How do you get it?

When you're ready to:

- start a new company
- grow your business into new markets
- or reach new customers

It isn't magic, it's hard work!

To connect with your buying audience you must:

- pause
- step out of what you *think* you know
- conduct a reality check.

This is where targeted research, analysis, strategy and a marketing plan become the foundation and guideline for reaching your goals.

Sizzle Starts with Research

Research, aligned with your experience and goals, provides the facts that lead to an understanding beyond your current business mindset. Potential areas to investigate are:

- your industry – what is its outlook, are there factors that will influence its growth or demise, are there untouched complementary industries?
- competitive analysis – how are you different, where do you excel, what could you do to lead the pack?
- market needs and wants, product features, pricing, distribution channels, motivation to buy and that all-important question – is it worth developing?

You bring passion, energy, ideas, knowledge, and purpose to your business. So, why not conduct the research yourself? Most people understand their market, prospects, and customers from an internally focused viewpoint. To advance to an expanded market, you must examine market conditions from another perspective – that of your prospect and customer.

After the Research – What Then?

Fact-finding is only the beginning of your search for *sizzle*. Once you have the data, analysis begins and that leads to the winning strategy to move forward. This is where a third-party makes the difference.

It can be difficult to *truly* hear your customers' or prospects' comments – we hear what we want to hear. And, your customers may not be as open with you as they would be with a third party. Even if your research does not directly involve talking to people, there is a natural filter between you and collected data. You want and need unbiased conclusions so that you uncover the industry, location, group and specific person most likely to buy your offering. That's where we can help. At GMS, beyond 'who', 'where' and 'when', we also uncover their needs, desires and that certain something – that *SIZZLE* – that will lead them to buy from you.

Together – research, strategy and a targeted marketing plan – provide the spark you need to *make your business sizzle!*

Marketing Services from A to W

A partial list of services includes:

- Advertising: Internet, print, broadcast
- Animation
- Annual reports
- Articles, white papers, editorials
- Blog creation and monitoring
- Brochures
- Case studies
- CD authoring
- Commercials
- Corporate branding
- Corporate videos
- Crisis, issue and analyst communications
- Customer and employee communications
- Event concept, design and management
- Exhibit graphics
- Folders and binders
- Illustration
- Invitations
- Logos
- Media and sales kits
- Media training
- Packaging
- Point-of-sales displays
- Presentation services
- Press releases
- Product launches
- Product and location photography
- Printing
- Research
- Road shows
- Sales and marketing collateral
- Slogans and taglines
- Snazzy presentations
- Speaking engagements
- Strategy
- Surveys
- Trade shows
- User groups
- Video shoots and production
- Web site design

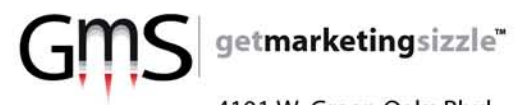
Your Message is Our Specialty

Use us as the sole provider of your marketing services, complement your existing marketing department with non-core resources in a long-term engagement, or augment your current marketing efforts on a project basis.



www.GetSizzle.com

Services



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