



## ► GMS Case Snapshot

### Epic Digital Productions / AngelTalk Greetings

#### SMALL BUSINESS

**Situation:** The couple had an idea – create greeting cards for special life events that include a DVD with beautiful scenes, music and scriptures. They had no experience in creating such a product.

**Objective:** Design a line of cards and materials that would appeal to store owners as well as the final consumer buyer.

#### **Actions:**

- Conducted multiple strategy sessions to discuss packaging, POS, retail distribution, marketing opportunities and web sales
- Designed logo, cards and DVD labels that appealed to their primarily Christian audience
- Designed and wrote a sales brochure targeted to retail outlets
- Designed a POS display stand for in-store use
- Wrote their Web site copy

**Results:** Cards are handled by twelve retail shops in the Houston area. They are also in stores within large churches. Direct sales are accomplished via their Web site.



*“The Marketing Department is the answer we were looking for,” said Angie Smith, vice-president of Epic Digital Productions. “They have provided the best of everything to meet all of our marketing needs. They are the most gifted and talented marketing firm we have had the pleasure of working with, and they are friendly and responsive – proving that customer satisfaction is one of their top priorities.”*

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Get Marketing Sizzle (GMS) is a full-service marketing agency headquartered in Dallas, Texas. The focus of GMS is – marketing strategy aligned with business goals first, which sets the foundation to help clients achieve maximum success in the market place.

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