



ADVERTISING MARKETING PUBLIC RELATIONS

FULFILL YOUR COMPANY'S NEED FOR AN IN-HOUSE MARKETING AND PUBLIC RELATIONS DIRECTOR BY OUTSOURCING WITH...

CASSIDY ADVERTISING & CONSULTING, LLC

Services Available

COMPOSITION OF A CONSISTENT MARKETING PLAN

Composed according to our client's budget. A review will be done if they do not have an advertising budget to discover the appropriate monies that need to be available for marketing each year according to our client's yearly gross profits (average 6% – 7% of gross profits). The plan will consist of all media buys, dates to be run advertisements, size of ads & costs, promotions and press releases.

The outcome will be a consistent marketing plan, which will create a top-of-the-mind awareness for our client's target demographics and an overall positive image with newly designed public relations materials.

ALL MEDIA PLACEMENT

- Includes all ad design and copywriting
- Contact all media representatives when a media buy needs to take place
- Negotiate media buys
- Review and approval of media invoices for client payment
- Review all media promotions & offers, then meet with our client to review any worthwhile projects, usually on a weekly/monthly basis

AD COPY & PRODUCTION

- Newspapers, Trade Magazines, Yellow Pages, Direct Mail, Billboards, etc.
- Television Commercials and Radio Spots

Includes:

- Written copy for scripts
- Proofing
- Hire talent
- Produce commercials

Co-Op RESEARCH

- Investigate product co-op programs for reimbursement of paid advertising
- Must use a product name, logo or ad slick from a vendor of whom the client does business with

TRACK COMPETITION

- Will track all competition and review on a regular basis, hence a competitor does not get an edge over our client

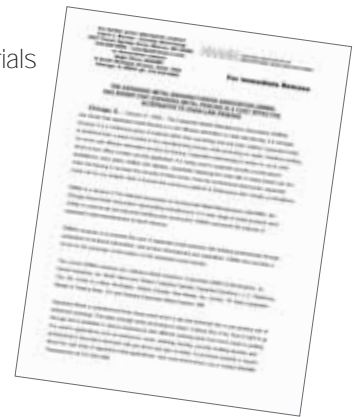


PUBLIC RELATIONS SERVICES

Will coordinate and implement all public relations events and materials to provide a consistent and positive marketing image.

Includes:

- Press Releases
- Writing Articles
- Promotional Events
- Power Point Presentations
- Handouts
- Website Development
- Internet Marketing Strategies
- Trade Shows
- Customer Appreciation Events
- On-Site Open Houses
 - New Expansion/Equipment
- Advtorials



SALES STAFF CONSULTATION

Educational workshops on Marketing, Advertising & Public Relations

Marketing Consultation and appointments are available to clients 7 days a week at their convenience and 24/7 for phone calls and e-mail consultations.

GRAPHIC & WEB DESIGN

- Advertisements
 - Newspapers
 - Trade Magazines
 - Phone Directory Yellow Pages
 - Billboards
- Websites
- Power Point Presentations
- Company Brochures in print
- Company Brochures on-line
- Direct Mailers
- Newsletters
- Catalogs
- Political Flyers
- Business Cards
- Letterhead/Envelopes
- Trade Booths
- Corporate Identity (logos)
- Etc.



Print Design

Includes:

- Composition of copy
- Layouts of ads/design
- Proofing
- Printing & delivery
- Electronic transfer of documents



Website Design



Power Point Presentations

WEBSITE OPTIMIZATION

We will increase your online visibility and search engine ranking

- Develop Keywords
- Provide Monthly Optimization Reports
 - Target Keywords
 - Search Engine Ranking
 - Website Traffic Summary



Accepting all sizes
& types of businesses
from small to large!

CLIENT LISTING

- Security Guard Services
- Steel Service Centers
- Industrial Manufacturers
- Industrial Associations
- Steel/Metal Manufacturers
- Financial Planners
- Industrial Certification Companies
- Medical Industry
- Real Estate Industry
- Photography
- Accounting
- Mail/Print Industry
- Country Clubs

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PROVIDING
INCREASED
PROFITS &
COMPANY
GROWTH



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