

## Service Offering

- A structured offering providing objective guidance in selecting the most effective mix of marketing programs.
- Fixed fee program.
- Reviews eight major marketing functions.
- Customized for each client.
- Delivers a documented plan with time lines and budgetary estimates.

Are you responsible for the marketing strategy and marketing plans for your company?

Then you know how hard it is to weigh the many potential marketing programs and make the best choices, for today, next month and next year.

An integrated marketing program is the most effective, and cost-effective approach to marketing. But how do you determine the best blend from the many alternatives?

Ask a PR agency what you should do for marketing, and the answer is "more PR." Ask a graphics firm and they'll say "more advertising and brochures," and ... well, you know how it goes.

*"Key Marketing Group is an independent marketing firm that will guide you in creating a marketing plan tailored to your business needs and financial constraints."*

*- Judy Key Johnson*

## Eight Marketing Functions Evaluated

Our Marketing Roadmap™ program reviews each of the following marketing functions with you to determine your optimal integrated marketing plan:

- Advertising
- Marketing consultants and industry analysts
- Marketing partners
- Mass promotion, including direct mail and Web-based marketing
- Product literature and other collateral
- Public relations
- Trade shows and events
- Web site presence and search engine optimization



## Marketing Roadmap process

1. Introductory conference call.
2. Pre-meeting preparation by a KMG analyst, including review of material supplied in advance by client and competitive marketing analysis.
3. Structured on-site workshop of one or two days, depending on scope.
4. Draft of report and budget recommendations by analyst; review with client.
5. Final written report and management presentation.

## Another Satisfied Customer

*"We finished our Marketing Roadmap session with Key Marketing Group, and shortly thereafter I canceled a \$5,000-a-month contract that was out of synch with our marketing goals. The savings more than paid for the new programs identified in the marketing plan. I was new in the job, so the timing was perfect to start with a fresh look from an independent expert."*

*— Rick Wood, VP of Sales, ABS  
(Facilities management company)*