

C-Bundle: Marketing

COLLATERAL MATERIAL | MARKETING PLAN | PRODUCT SOLUTION SHEETS

"Understanding our vision for the company that we want to become is what C-leveled did best. They developed the total package for us, and developed our brand to give us unique positioning in the marketplace."

-REGIONAL IT COMPANY

COLLATERAL MATERIAL

C-leveled will develop a cohesive visual identity for your company including:

- Business cards
- Letterhead design
- Logo development
- Power point template

MARKETING PLAN

A Marketing Plan will specify your company's marketing goals and objectives to be achieved over a specified timeframe. The key element of a successful marketing plan is to "know your customers", their likes, dislikes, and expectations. You must also know your competition and their strengths and weaknesses. Know where you rank (see the C-leveled Business Performance Scorecard). By identifying these factors, we will develop a marketing strategy that will allow you to fulfill customers needs, better understand competitors and identify changes in the marketplace.

The Marketing plan will include:

- Target market
- Competition
- Product
- Marketing budget
- Location
- Pricing strategy
- Promotional strategy

PRODUCT SOLUTION SHEETS

C-leveled will develop up to 4 cut sheets, or product specification sheets that highlight your products and/or services to your current target audience. These product sheets are valuable sources of information to your sales team, contributing to a comprehensive presentation to customers, or as leave-behind documents. The finished documents will be provided as PDFs for either hard copy distribution or electronic communication.