

## EXTENSIVE EXPERIENCE INCLUDES:

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- development & implementation of corporate identity programs
- social media plan & implementation
- mobile website development
- call-to-action website landing pages
- drip marketing programs
- direct response campaigns
- custom autoresponders
- capabilities brochures/sales literature
- corporate branded eNewsletters

## OUR GOAL

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*Our goal is to keep your projects moving ahead quickly, smoothly and cost effectively; to make sure that we produce better results than what you hired us for.*



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# touchstone

## M A R K E T I N G

A digital marketing and design group with special expertise in website development, graphic design and custom lead qualification systems for businesses that are searching for a proven way to grow their business and are eager to get started.

## GENERATING MARKET BUZZ

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Are you under pressure to produce results for your company? You need qualified leads.

You feel like you're being stretched in many different directions and you can't get anything done as well as you could if you had more time. As marketing communications experts with over 20 years' experience we know the challenges associated with many different business climates. But the time-tested maxim that will keep a company healthy no matter what's happening with the economy is smart, consistent, cost-effective marketing that generates leads which convert to sales and ultimately create profits. And that applies to any company!



## OUR GUARANTEE TO YOU

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I would like to thank you for the consideration and the time you've invested to review our materials. Our team is very excited about the opportunity to start working together.

Our team will consistently deliver a marketing and lead generation strategy that produces measurable results, targeted graphic design solutions, compelling online and electronic communication, detailed project management while maintaining clearly focused attention to your specific needs and expectations.

*Marge Jensen, CEO*  
TouchStone Marketing  
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## STRATEGIC MARKETING

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The way we deliver measurable marketing and lead generation programs that create buzz and increase sales. Although the process remains constant, the strategic plans we recommend are as varied and unique as our clients.

**Understanding the customer.** The all-important first step is knowing your target audience point-of-view and business needs.

**Defining your unique offer** to communicate the benefits of your product or service to your target customer. Remember, people do not buy things for what they are; they buy things for what they do!

**Setting up the sales processes.** The nuts and bolts phase of the system is building your contact tracking information database. We can now connect with the customer to build a relationship.

**Developing the "Go to Market" plan.** Through a combination of marketing strategies, the prospect receives a series of communications defining the benefits and value of using your product and services. This can include social media, blogs, advertising, PR, networking, direct mailers, eBlasts, etc. depending on budget and resources.

**Tracking your lead generation campaigns** is the real power of this process. You're building a bridge between your marketing campaigns and your sales efforts. Monthly reporting and management, allows you to compare campaign components and offers and quickly see which marketing components are most effective.