

### DEMYSTIFYING MARKETING

Enjoy a two-hour marketing consultation and evaluation session with the executive team at Marketing with a Flair. Depending on your product or service our team will evaluate your current marketing position and provide recommendations to maximize your efforts for an integrated Marketing Action Plan™ (MAP).

Our strategic Marketing Action Plan™ (MAP) will outline specific marketing goals and objectives and provide implementation steps; this is a condensed version of our standard MAP.

This proven methodology will develop a condensed version of a strategic MAP and will assess your needs while identifying an implementation plan that keeps your marketing efforts on course while maximizing your brand; increasing leads and maintaining budget compliance. Each strategy identified will support your overall mission and vision, ensuring the marketing technique and every promotional dollar enhances the other while eliminating the guesswork of what comes next.

Additional bonus: Enjoy a 20% discount on any additional Marketing with a Flair services.

*This promotion is limited to 5 companies.*

### 40% OFF OUR INDIVIDUAL PUBLICITY PACKAGE WITH ONLINE DISTRIBUTION

\$1500 regular price

As today's consumers receive news in multiple places, it's important to stay current on public relations' best practices and innovative new media outlets. Marketing with a Flair has a working knowledge of advanced distribution services, strong relationships to news media, and several copywriters on staff in order to get your key messages to the right audience. Our public relations efforts are specifically tailored to your needs by experienced PR practitioners that will guide you through on the best media strategy for your business.

Marketing with a Flair's individual publicity package includes:

- Interview and draft one press release
- Develop Valleywide (or national if appropriate) media outlet distribution list
- Traditional and electronic distribution to broadcast, radio, online and print media outlets
- Pitch and follow-up with key media outlets
- Facilitate any interview or photo requests from media representatives
- Provide electronic copies of any media coverage\*

\*Our fees include copies of all electronic print media clips. There is, however, an additional fee for securing broadcast clips. The cost per clip is determined by the length of the segment.

From the creative art of marketing and communications to the scientific formula for determining key messages and measuring results, Marketing with a Flair is a full-service Phoenix marketing agency that blends a combination of art and science elements to develop the precise campaign for maximizing the marketing budgets of our clients. We are an award-winning marketing communications agency offering strategic planning, marketing, public relations and traditional and interactive advertising.

**CALL 602.374.4923 TO LEARN MORE**