

BaxterCo

Marketing in Design

Strategic Marketing Services



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Marketing is more than promotion. In fact, marketing impacts everything your organization does that contributes to the creation of a customer. BaxterCo can help you to integrate these efforts through effective strategies that will create efficiencies resulting in profitable customer acquisitions.

Please note that the rates included here are intended as a guideline only. Confirmed pricing will depend on the complexity of your project.

Basic Strategic Marketing Service

\$2,500

Straight to the point, we'll develop marketing strategies and recommended tactics designed to achieve your organization's key objectives with clarity and purpose.

Your customized plan will include:

- **Corporate overview** - A summary of the business, strategic vision, primary objectives and key metrics for measuring success
- **Situation Assessment** - Competitive environment, target markets and opportunities & threats
- **Strategies** - Communication, segmentation, promotion, public relations, branding, unique selling propositions, creative, pricing, product, sales, distribution, etc.
- **Tactics** - Recommendations for programs designed to support your marketing strategies
- **Budget** - Recommendations based on goals and desired return on investment

Process:

- Initial conference call to review client expectations and requirements
- Review and evaluation of all aspects of your previous or current business objectives, goals and marketing plans
- One day client site-visit to discuss corporate goals & objectives, marketing resources and recent marketing strategies and tactics
- Written Strategic Marketing Plan detailing all plan components as defined above
- Follow up Q & A conference call to answer questions

Advanced Strategic Marketing Service

\$5,000

BaxterCo will create a comprehensive Strategic Marketing Plan that includes everything in our Basic Service, plus short-term and long-term tactical projects and programs designed specifically to support each marketing strategy defined within the plan. Definitive descriptions of projects designed to achieve the plan's strategies, including who, what and how, as well as tracking metrics for each tactic.

Premium Strategic Marketing Service

\$7,500

BaxterCo will create a comprehensive Strategic Marketing Plan that includes everything in our Advanced Service, plus provides project management and consultation for the implementation of the plan's tactics. **\$1,500 monthly retainer fee** for ongoing project management for implementation of the plan. Three month minimum retainer required.