



YOUR CONUNDRUM

- You *want* new clients
- Typical marketing firms never “get it”
- Maybe your prospects need a “white-glove” approach
- You compete with companies 100 times your size
- Your “real job” always gets in the way
- Marketing perpetually pushed to back burner



DEVELOPING YOUR STORY

- A marketing firm that understands your world
- Smart, elegant messaging worthy of your clientele
- Tactics aligned with your firm’s reputation
- Multi-faceted, dynamic, approach
- Price tag that won’t offend
- Depth of experience
Comfort with all manner of engagements



TELLING YOUR STORY

- Marketing plans
- Collateral development
- Presentation development & coaching
- Speechwriting
- Digital & print advertising
- Newsletters
- Infographics
- Website development
- P.R. & publicity
- Digital advertising
- Social media support
- Market research, client surveys
- Branding
- Strategic planning
- Videos



Threading the Needle with Your Story

You’re a small business, but, even if just for mindshare and the expectations of your clients, you compete with the biggest, most sophisticated companies on Earth. You want new clients, but your approach needs to be subtle, elegant. You can’t run afoul of your clients’ high expectations. There *is* a needle that can be thread. Let’s find it.

Your business has a story. We’ll help you tell it.

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MARKETING STATIONS

PLAN

YOUR OBJECTIVES

- Grow?
- Sustain?
- Diversify?

TARGET AUDIENCE

- HNW investors?
- Foundations?
- Pension funds?

YOUR STORY

- "Custom approach"
- "Independent"
- "Thought leader"
- "Service"
- "Honorable"

WRITE

DIGITAL

- E-Newsletters
- Website advertising
- Broadcast email
- SEO
- Infographics
- Video
- Social media

TRADITIONAL MEDIA

- Direct mail
- Print advertising
- TV/radio advertising
- Word of mouth

EXECUTE

RESEARCH

- Your history
- Successes
- Failures
- Competitors

MARKETING APPROACH

- Conservative?
- Aggressive?
- Resources available?
- Voice, image

SUPPORTING ELEMENTS

- Website
- Newsletter
- Presentation decks
- Capabilities brochure
- Other marketing collateral

P.R./Publicity

- Press releases
- Media pitches
- Market commentary
- Story packaging
- Media coaching

EVENTS

- Presentations
- Trade shows
- Sponsorships



Every Organization's Destination is Different

Need a full-fledged marketing plan? Maybe just a brochure or a presentation deck. Or something in between. **No one stops at every station.** Where to get on? How about a conversation?

434-882-4736 or jim.cudahy@7marcom.com



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