

ONLINE

Are you maximizing your online marketing efforts?

Bring your brand to life and generate leads and sales.

- Create a brand-building site
- Increase search traffic
- Maximize online awareness
- Increase lead volume and online sales
- Leverage social media opportunities
- Produce dynamic interactive media



OFFLINE

Do your offline marketing efforts support your business objectives?

Align your brand, communications and marketing programs with strategic goals.

- Launch attention-getting creative
- Implement focused PR and advertising
- Develop effective communications programs
- Support with measurable selling tools
- Formulate targeted business strategies
- Strengthen trade show promotion

BOTTOM LINE

Do you need a marketing partner to help you achieve your goals?

Rely on Harris Marketing to deliver measurable results.

- Boost leads and sales
- Strengthen brand presence
- Increase awareness
- Target key markets
- Expand distribution channels
- Train / educate sales outlets



harrismg.com 414.908.4956

We offer 30 years of business and communications experience. Our fully integrated team will work with you to strategize and execute an effective program for your organization.



MANAGEMENT

Board membership
Strategic planning
Team / employee management
Resource allocation and budgeting
Project management
Process improvement
Employee-centered work teams / environment
Product management / product development
Pricing strategies
Corporate structuring / restructuring
Contract management

COMMUNICATIONS

CORPORATE COMMUNICATIONS

Employee events
Speech writing
Employee newsletters
Internal email programs
Public affairs support

PUBLIC RELATIONS

Trade press coordination
Local news coordination
National / international news coordination
Press releases
Press release optimization
White / position papers
Feature article development
PR planning
Press events
Media kits
PR coaching

ADVERTISING

Campaign design and messaging
Print advertising
Direct mail
Web advertising
Billboard
Radio

PUBLICATIONS

Sales newsletters
Customer newsletters
E-blasts / E- newsletters

DESIGN / CREATIVE

BRANDING

Corporate naming
Product / brand naming
Logo development
Color studies / selection
Tag line / key message
Integrated brand development

PRINT

Brochures
Case studies
Post cards / mailers
Catalogs
Annual reports
Posters
Corporate identity packages

SIGNAGE / DISPLAY

Building signage
Trade show booth design
Exhibit signage
Truck decals

PHOTOGRAPHY

Photo design standards
Photo art direction – studio and location
Photographer evaluation and hiring

MARKETING

CHANNEL MARKETING

Channel strategy development
Independent reseller network development
Sales training / selling guides
Product launch sales materials
OEM partner development
National account programs
GSA procurement contracts
Sales training – online and live
Reseller co-op marketing programs
Sales incentive programs

PLANNING

New product launch
Strategic planning
Business plans
Marketing plans
Communication plans
Vertical market plans

RESEARCH

Primary
Secondary
Surveying – online, phone, in-person
Focus groups

WRITING

Press releases
Feature articles
Speeches
Brochures
Websites
Business plans
Research documents
Technical papers
Editing and proof reading

TARGET MARKETING

Vertical segment identification
Segment strategies
Major account development
Manufacturer / OEM partnerships
Micro sites
Online targeted ad campaigns

DIRECT MARKETING

Email marketing
Webinar programs
Direct mail
Telemarketing

ONLINE MARKETING

WEBSITE DEVELOPMENT

Site strategy and design
Site development and programing
Data capture / database development
E-commerce
Content Management Systems (CMS)
Extranet / Intranet development
Micro site development

SOCIAL MEDIA CAMPAIGNS

Social media planning
Content development
Optimized blog and profile copy
Listening campaign
Ongoing social media management
Social media advertising campaigns

WEB PROMOTION

Social networking optimization
Keyword analysis
Organic SEO
Online paid and remarketing campaigns
Web banner advertising



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