



***Maximize performance. Optimize results.***

## **Marketing Program Management Optimize the Effectiveness of YOUR Marketing campaigns**

### **What is it?**

Creation, implementation and ongoing management of your marketing program, including the routine tasks needed to carry out your advertising and PR campaigns and periodic update of your marketing plan brand, message and mix components

### **How does it work?**

Marketing Program Management includes:

- Campaign management... Direct and coordinate all of the details of your advertising, PR, website and social media initiatives
- Design and create collateral, copy and content... The expression of your messages
- Media placement ... Manage and handle the details of your external campaigns and initiatives
- Active management... Regularly monitor campaigns and initiatives, and tweak and tune the marketing plan elements as needed

### **How does the client benefit?**

For a retainer and a fixed monthly fee, the your receive all of the benefits of a professionally designed and managed marketing program without having to invest your own time and effort to run it yourself