



MARKETING



## CBIZ MARKETING

It's an old saying -  
The way to get the  
world to beat a path  
to your door is to  
build a better  
mousetrap.

We think we have.

Our track record of satisfied clients has validated our unique approach to fulfilling their marketing needs: providing access to a full service, high-level, award winning marketing department—available on an as-needed basis.

We provide an integrated, strategic, cost effective approach to marketing. Unlike many firms that specialize in one area (advertising, public relations, web development, etc.), we work with you to utilize all marketing tools, but only to the extent most appropriate for you.

Because we take no markups, commissions or retainers, we never have vested interest in recommending you use a particular marketing vehicle. Instead, you pay only for what you value most: creativity, strategy and cost-effective implementation, at whatever level you need to succeed and grow.

Ultimately, we can act as the "Keeper of the Flame" of your marketing message, helping to ensure your message is consistently and cost effectively communicated in all advertising, sales presentations, and internal communications.

### Strategic Marketing Assessments & Plans

CBIZ can objectively assess your existing marketing activities as well as help you effectively plan for the future, so you can maximize the value of your marketing budget. This includes:

- Planning session to identify positioning, objectives, branding strategies, etc.
- Benchmarking & ROI analysis
- Interviews, surveys and/or focus groups with key stakeholders to assess prevalent perceptions, trends, attitudes, wants/needs, and other information that will affect marketing strategies, tactics, and creative development
- Complete strategic marketing plans that identify target audiences, key messages, and provide tactical and creative implementation recommendations tailored to the client's specific product/service and defined audiences

### Identity Development & Branding

CBIZ can develop a complete business identity as well as develop and implement branding tactics, including:

- New business naming
- Logo development
- Tag line development
- Color palette development



### Advertising Services

Oftentimes, advertising through mass media vehicles becomes an important part of our clients' marketing mix. CBIZ can develop advertising for print, radio, outdoor, transit and other applications. Our advertising services include:

- Concept development, copywriting, scripting, design & storyboards
- Project management
- Coordination with production vendors
- Make suggested media placements
- Develop media schedules
- Coordinate the media purchase
- Manage the ad calendar

### Collateral Materials

CBIZ offers complete "inception to delivery" services for a wide variety of collateral materials. This includes concept development, writing, design, photography and illustration, project management and vendor coordination services for:

- Stationary packages (letterhead, envelopes, business cards, etc.)
- Presentation folders & inserts
- Brochures
- Data Sheets



## Direct Mail

CBIZ offers comprehensive services for a variety of direct mailer pieces. This includes concept development, writing, design, photography and illustration, project management, mailing lists, mail house services and vendor coordination for:

- Postcards & folded self-mailers
- Announcement cards & invitations
- Dimensional mailers (boxes, 3-D items, etc.)
- Structural graphic mailers (die-cut, folded, pop-out, etc.)

## Public Relations

CBIZ can provide a wide variety of PR services to complement the other marketing and advertising activities we perform for our clients. Every PR program is developed to support the unique needs of each client and our approach is modular in nature. We can simply make publicity recommendations, work on an as-need basis on specific projects or phases of the strategy, or manage the entire strategy from inception through PR placements. CBIZ's PR services include:

- Development of story angles
- Media relations (initiate and maintain contact with editors and key reporters)
- Writing & disseminating of press releases
- Press kit development & press tour coordination
- Maintain CBIZ alliance with PR Newswire and Bacon's Media List services

## E-Solutions Services

Our E-Solutions team provides your company with a critical link between two vital business functions: technology and marketing. We are trained to strategically assess your organization's marketing needs and match them with the technological solutions that make the most tactical sense. From web design, programming and hosting to digital business cards and multimedia sales presentations, we offer the seamless project management you expect combined with the responsive, individualized attention you deserve.

Our primary service areas are:

- Web site development
- Web marketing strategy and implementation
- E-Commerce
- Multimedia

## Satisfaction Guaranteed

We are so confident in our ability to provide you value that once it is determined we can be of assistance to you, we guarantee our services. What this means to you is that, if after discussing our fees with us, you feel they exceed the value you have received, you may choose not to pay a portion or even all of that fee.



Your Business  
Just Got Easier.



## Multiple Services with a Single Focus: Your Success

National Resources;  
Personal Service

ACCOUNTING, TAX, &  
FINANCIAL ADVISORY

BENEFITS CONSULTING &  
ADMINISTRATION

HUMAN RESOURCES

INSURANCE

LITIGATION SUPPORT

M&A/CAPITAL ADVISORY

MARKETING

PAYROLL

PROPERTY TAX

REAL ESTATE ADVISORY

RETIREMENT & WEALTH  
MANAGEMENT

TECHNOLOGY

VALUATION & APPRAISAL

### **Operating a successful business is never simple.**

Beyond production or delivery of the service or product your company offers, you have to manage the people and systems that keep it running efficiently and profitably. There are always financial and tax issues, employee benefits and insurance concerns, technology challenges, and numerous other business problems which keep you from focusing on your core business.

That's where CBIZ can help. We are uniquely positioned to assist you with a wide range of professional services and solutions, all with a single focus: your success.

For more information, contact your local CBIZ Advisor or call our toll-free help line, 1-800-ASK-CBIZ (1-800-275-2249).



Your Business Just Got Easier.

[www.cbiz.com](http://www.cbiz.com)