

# PLJ Marketing Services

**Marketing Checklist**...*an effective marketing plan is an essential tool for a successful business.*

**Develop a Business Plan** - that clearly states the goals of your business and how you are going to get there.

**Reports** - Set up monitoring and measurement functions to capture the information needed to prove return on investment.

**Marketing Research** - Learn more about your clients and competitors.

**Training** - offer on site and customized online training to be more efficient and productive.

**Programs** - Differentiate your business from the competition by creating customer loyalty and sales incentive programs.

**Co-op Advertising** - Utilize cooperative marketing dollars.

**Collateral / Website** - Increase your success ratio by exposure and ensuring that you deliver the right message (branding).

**Event Planning** - Plan client-focused seminars and events.

**Presentations** - Schedule and prepare for seminars, speeches, and media interviews.

**Network** - Participate in trade and industry organizations.

**Internet** - Coordinate online social media, articles, newsletters, and client mailings.

**Database Management** - Increase selling opportunities by developing a database and ways to capture valuable business development information.

**Virtual Marketing Assistant** available for all services.

Contact PLJ Marketing

Photograph *"Deliverin' the Necessities"*



by CKJ Photography

## ***Testimonials say it all!***

*"...immediately fit in with our team and quickly targeted the areas that could have maximum effort on our business results..."*

*"...understands the function of marketing and the bottom line results of driving sales..."*

*"...detail oriented, very professional...honesty, integrity and good character are beyond reproach..."*

*"this is the best organized newsletter I have ever seen..."*

*"WHAT A FANTASTIC EVENT!!" ..."YA'LL SURE KNOW HOW TO THROW A PARTY"... "I'VE NEVER BEEN TO A RICHARDSON EVENT LIKE THAT"... "EVERY DETAIL WAS PERFECT"..."*