



Financial Services & Electronic Payments Experts

When was the last time you found a marketing partner that really clicked? One who understands your business and knows how to get things done because they're seasoned professionals with experience working with and for many of the industry's top brands?

Strategic Marketing is ready to help you grow your business and prosper.

Industry Experts – Financial Services and Electronic Payments marketing is complex. The industry, your business—we get it. Strategic Marketing provides guidance to help you make smart decisions, develop sound marketing strategies, implement integrated marketing plans and communicate in a compelling and easy-to-understand way. With experience creating marketing campaigns, programs and tactics for many of the world's top financial services and electronic payments companies, you don't waste time and money teaching us the basics; we hit the ground running.

Hands-On Approach – We're not afraid to roll up our sleeves and get things done without getting caught up in endless planning sessions.

Besides being frequently recognized for strategy development and tactical execution, we have a distinct reputation for cost effectiveness by helping you do more with less.

Trusted Advisor, Counselor and Partner – We're collaborative and easy to work with, putting both client-side and agency-side experience to use as an extension of your business. We help you define your marketing goals and objectives, and then translate them into actionable marketing programs and tactics to propel your business. We complement your existing marketing team or can operate as your primary marketing resource without the associated overhead expense.

Contact Strategic Marketing today to learn how we can make a difference. We look forward to hearing from you.



Capabilities

Brand

- Brand development
- Rebranding/revitalization
- Positioning and messaging
- Naming
- Awareness
- Promotion

Marketing Strategy and Planning

- Strategy and goals
- Marketing plans and budgets
- Effectiveness assessments

Product Marketing

- Market intelligence
- Go-to-market strategy
- Positioning and messaging
- Naming
- Market segmentation
- Product/service launch
- Sales tools
- Acquisition/retention programs
- Integrated campaigns
- Channel programs
- Technical writing

Sales Support

- Sales meeting materials
- Proposal and RFP assistance
- Sales plans and guides

- CRM assistance
- Sales training
- Sales reporting
- Customer satisfaction surveys

Marketing Communications

- Brochures/data sheets
- Presentations
- Case Studies/testimonials
- Newsletters/magazines
- Customer communications
- Point-of-sale materials
- Demos/toolkits
- Direct marketing (mail/e-mail)
- Executive door openers
- Statement inserts
- Social media/blogs
- Webinars/podcasts
- Web and micro sites
- Advertising/media buying
- Language translation

Public, Analyst & Investor

- Relations
- Press releases
- Media kits
- Media campaigns/road shows
- Thought leadership advocacy
- Crisis communications

- Annual reports
- Speaker training and coaching
- Earnings call support

Internal Communications

- Communications plans
- Employee newsletters
- Corporate intranet
- Executive communications
- HR policies and procedures

Events

- Trade shows
- User group meetings
- Client symposiums
- Incentive trips
- Sales kick-off meetings
- Executive retreats
- Company parties/celebrations
- Team building activities

Creative

- Corporate identity
- Interactive
- Print and electronic collateral
- Websites/micro sites
- Print and electronic advertising