



THE MARKETING FAMILY OF COMPANIES PROVIDES THE FOLLOWING SERVICES TO INCREASE SALES AND BUILD BRAND AWARENESS:

1. **Advertising Creative:** Whether it is TV, Radio, Print, Banners or Emails, we can conceptualize, produce, edit and deliver an advertising creative to meet your needs. We are the only company in America that can deliver TV advertising in 5 lengths: 30 sec., 60 sec., 120 sec., 8 minute Multimerical™ segment & 30 minute infomercial. Our 100+ years of combined marketing experience assures our clients their product is positioned for maximum results.
2. **Media Campaign Planning:** Before any media is placed for your advertising campaign, we can provide market assessments, focus group studies and profitability analysis. In doing so, we achieve the right mix of advertising mediums to maximize the sales and branding of your product.
3. **Campaign Setup:** Too often, the success of a client's campaign can be hindered by a lack of internal preparation. Our principals have managed dozens of client campaigns from an operations stand point and can assist clients on an "as needed basis" in finding, implementing or upgrading in the following areas, usually at preferred vendor discounts:
 - (a) **Merchant Account Services** to insure the right credit card processor is in place to handle the particular campaign planned;
 - (b) **Inbound Telemarketing Services** to insure the "best fit" between the clients needs, from script writing and up-sell campaigns to maximize revenue, to insuring compatible and timely reporting systems.
 - (c) **Fulfillment Services** to insure the timely processing of credit cards and shipment of products, along with exceptional customer service to quickly respond to any customer questions that may arise.
 - (d) **Product Packaging and Design Services** to insure that products can be efficiently shipped to the consumer and also meet the needs of our retail partners, from UPC Code acquisition to packaging prototypes.
4. **Media Placement:** Let our media placement specialists fine the best TV stations, magazines, newspapers and web sites and negotiate the best rates possible to develop the most cost efficient and successful marketing campaign to meet your goals.
5. **Marketing Enhancement Offerings:** Media buying is the beginning of our efforts to make your campaign effective, not the end. We offer clients a myriad of add on marketing programs including:
 - TV listings that separate your show from "Paid Programming;
 - Remnant opportunities in print that can offer 50%+ savings in target publications;
 - E-mail blasts that can target customer groups (golfers) or geography (particular city).
6. **Retail and E-Tail Opportunities:** As part of a coordinated media strategy that we call "Call, Click or Come In", we offer clients who seek additional outlets for their products, Master Vendor Agreements with several "brick and mortar" and website retailers that will speed the presentation and potential approval for products. With media, websites and retail, our goal is to maximize the revenue benefits for our clients for each dollar they spend with us in media.
7. **Special Services:**
 - (a) **Continuity Programs:** For clients who want to develop additional income sources to maximize the Net Revenue achieved from each customer, our marketing group can plan and execute continuity and "lift" programs.
 - (b) **Show Doctor:** For clients who have a previous show that they would like to have re edited or enhanced, we can provide professionals who will look at the show, make changes and provide a new creative in an agreed upon length.

CONTACT US WITH QUESTIONS/COMMENTS ON YOUR PRODUCT/ CAMPAIGN:
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