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We are committed to our clients' brands; we become their brand champions

We create marketing campaigns for 3 months, 6 months or a year. We always begin the **marketing campaign** process by creating a specific and detailed Marketing Action Plan (MAP) which includes a BRAND CHATTER report outlining your current state of social influence, your competitor's market place distinctions, their Web personalities, and their own degree of social influence with **online marketing**.

In the Marketing Action Plan, we create or refine the overall **marketing strategy** for your campaign, present campaign creative concepts and the associated marketing programs and appropriate channels for distribution that will match your business goals (print advertisements, social media, website, search marketing, radio, broadcast, outdoor, other). Once the campaign concept is finalized, we provide a specific budget allocation for the selected channels and implement the campaign with a dedicated team of marketing consultants, online marketing experts, Web platform strategists, graphic designers, content producers, and whatever it is your company needs to execute on its plan. At NEXT Marketing, we don't just advise, we take action.

Once the marketing campaign is launched, our **marketing company's** team is diligent in monitoring the effectiveness, managing any production requirements and modifications and reporting on the success of the campaign.

Our Marketing Campaign services in Vancouver and Toronto create the following deliverables:

Marketing Strategy Model

The term "it fits like a glove" is only true if you've got the right sized glove for the right sized hand. With our marketing company, you not only get a marketing model that is shown to work time and again, you also get an analysis on YOUR unique situation in the marketplace. We get to know your personality, your company values, your mission, and most of all, what it is that will increase the market share AND pocket share of your target market and clientele.

Your marketing strategy will be focused on increasing the brand awareness of your company. Thus we model our strategy to fit with results-driven trends in forming a message and inspiring your audience to take action by spreading that message to their network.

Key Messaging

Would you believe that showing vulnerability is a critical part of connecting to your target market? It's true, and so are romance, self-preservation and a few others we

have lined up our sleeve to show you. But vulnerability, romance and self-preservation may not be what you think they are. For example, vulnerability doesn't have to be negative – it is showing an obstacle that you've overcome. Romance also has a unique application to marketing. We show you how to convey to your audience that you want to make their experience of your product or service better, take them to further heights, and fulfill their desires. This is why we ourselves are in business – we have an aspiration to succeed, to make a difference and to do something we're passionate about. People can relate to that. Our marketing company helps make all of that *real* for your customers, by helping you connect with them using key messaging.

Marketing Campaign Themes

A marketing campaign theme makes your company memorable to your audience by emphasizing a single attribute, personality or value in every marketing channel possible. For example, think of mascots – they are a great way to put memorability in the eyes of your consumers by giving them something fun to associate your brand with. But mascots are not the only way. Sometimes it's a way of saying something, or an image, or set of colours. Each situation is unique, and each type of theme will require a different type of execution.

Creative Concept Design

Nowadays more than ever design is a key component of a good marketing campaign. Your audience is being inundated with several messages a day – we know that. But what we often fail to realize is how those messages are designed. Many use effective typography, carefully chosen colour palettes and illustrations and graphics that are made by professional graphic designers. Your audience is faced with good design and creative concepts all day. Now the challenge is making your design stand out from the rest, and really distinguish you from the competition. The creativity of a marketing campaign is visualized in this stage, and the design of your messages in words will, in itself will be part of what you are saying.

Campaign Channel Allocation

Advertise a business on radio, in print or on the web...or all three? There are myriads of marketing channels to pick from, and the right combination will take your marketing message to the right place, within your budget. We utilize our skill and experience in media buying, ad space optimizing and online marketing to ensure your story, your personality, your differentiation and your expertise are delivered to the ears and eyes of your audience.

Campaign Development

We develop a campaign into actionable steps and key deliverables. Be it creating a social media strategy, hosting an event or buying advertising space in a magazine, all

ideas must converge into a plan that will be executed in phases, on schedule and with strategic timing.

Campaign Management & Monitoring

Results are what matter! Sometimes the benefits of a marketing campaign are intangible, while other times they are tangible. Either way, we keep the wheels moving while also monitoring the effectiveness of your campaign.

Media Buying & Monitoring

When we work with third-party providers such as magazines, radio stations, or online advertising channels, we not only take care of the buying and manage the ad messages and design, we also monitor the media channels by working with reps to get updates on audience responses, discover new ad options and packages, and scout upcoming opportunities for advertising.

Campaign Reporting

After a day's hard work, we all want to know what we've reaped for our labour. Our marketing reports tell you how your brand awareness is increasing, the ROI of your marketing campaign and the response of your audience to the marketing ideas we've put in place for you.