

Marketing Communications

Attract, acquire, retain customers through intentional investment.

Demand & Lead
Generation Programs

CRM Tools

Search Engine
Optimization

Public Relations

Event/Project
Management

Direct Response
Marketing Programs

Research

List Procurement

Data Appending,
Analysis & Reporting

1:1 Communication

Corporate Identity

Event/Project
Coordination

Literature Fulfillment
Programs

Creative, Graphic
Design & Prepress

Marketing & Sales
Collateral Creation

Commercial Printing

As defined by Wikipedia, Marketing Communications...

"are the messages and related media used to communicate with a (specific) marketplace".

The American Marketing Association defines Marketing as...

"the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives".

At The Allied Group, we define Marketing as...

"The combination of strategic plans and specific tactical actions done intentionally and consistently to influence the perceptions of a target audience or individual buyer in order to create, maintain or grow revenue."

So what's the bottom-line of the top-line?—Marketing should make you money!

Allied assists our clients by working with them to identify the appropriate strategic elements (who and why) and by combining all the tactical (what, where, when and how) support service functions in an integrated business model of consultative services.

We begin at—the beginning—and work with clients to assess their current level of satisfaction and success with their marketing efforts and then work with them to improve their performance.

We have identified **three elements that ensure successful relationships and improved performance:**

1. What our business model is: **strategize > execute > measure**

2. Why we do this is to help our clients **attract, acquire and retain more of the right customers.**

3. How we do this is by working with them to **create, produce and deliver** higher impact messages.