

Barker Enterprises, Inc.

helping you make the leap to multi-channel marketing campaigns

SERVICES CATALOG

Marketing Consultation Services

Database Analysis

- Segmentation
- Market definition
- Core customer definition

Marketing Team Training

- Educational workshops
- Coaching
- Metric and report development

Strategic Marketing

- Business plan development
- Marketing plan development
- Facilitation of offsite planning meetings

Multi-Channel Marketing

- Defining triggers to support marketing automation
- Crafting the story and defining the scope of the project
- Identifying which media to use and when to deploy it
- Managing the creative development and deployment

Copywriting Services

Sales Support

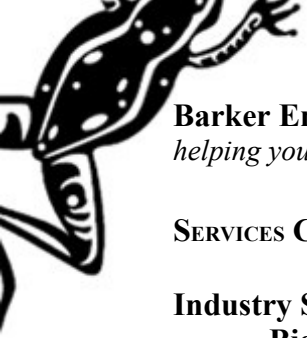
- Quick reference tools
- Letter and email response templates
- Brochures
- Fact Sheets
- Web content

Direct Marketing and Relationship Marketing

- Highly-segmented loyalty letters
- Postcard follow-ups
- Email campaigns
- Top-tier communications
- Special event invitations
- Tier renewal messages
- Welcome brochures

Relationship Marketing through Rewards Programs

- Top-tier communications
- Tier development and messaging



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Industry Specific Resources

Bio-tech/Pharmaceutical/Diagnostic Sales Support

- Patient brochures
- Clinical journal synopses

Hotel Marketing & Convention Services

- Pillow letters
- Advertorials
- Property brochures
- Web content
- Highly-segmented loyalty letters
- Boosters
- Postcard follow-ups
- Email campaigns
- Tier-renewal messages
- Top-tier communications
- Special event invitations
- Host letters

Business to Business Multi-Channel Marketing Tools

- Postcards
- Letters
- Brochures
- Blogs
- Facebook
- Twitter feeds
- personalized URLs
- Emails
- Text messaging