



LAUNCHPAD!

Marketing Tactics for Maximum Impact

JHA is a full-service marketing communications agency. We offer our clients extensive experience in developing and implementing strategic marketing programs. Whether your organization is newly founded or well established, the options of available marketing tactics can seem overwhelming. Our LaunchPad! worksheet will help you identify, prioritize and manage your marketing communications efforts.

Marketing Assessment

SquareOne is a proprietary, in-depth process we designed to help clients define their unique brand position within the competitive landscape. The results of this exercise form the cornerstone for developing a targeted, strategically sound marketing communications plan; one that informs, educates and motivates target audiences to action.



Strategic Marketing Communications Plan

GamePlan leverages the SquareOne assessment to outline a strategic plan, defining the tools and tactics most likely to meet your goals within budget and time constraints.



Brand Identity

The development of a consistent 'look and feel' for all outward-facing materials.

- ☐ 1) **Visual Branding:** Development of customized, unique visual branding elements that communicate and reinforce your company's unique identity.
- ☐ 2) **Logo Design/Enhancement:** Original design or refinement of existing corporate iconography.
- ☐ 3) **Tagline Development (Positioning Statement):** Development of a succinct expression of your company's purpose or value.
- ☐ 4) **Logo Usage, Graphic Standards & Style Guide:** Defines your overall 'look and feel' and specifies how design elements, logos, etc. will be used across all platforms to ensure a consistent brand presence.

Print

- ☐ 1) **Print Advertising:** Creative development and media placement strategy for print campaigns that reinforce your company's unique brand, cut through the clutter and get results.
- ☐ 2) **Product Collateral:** Companies need high-impact, informative literature that supports sales efforts while reinforcing the overall brand strategy. Services include: writing, design, illustration, photography and printing.

- ☐ a.) **Brochures**
 - ☐ **Corporate Overview:** Offers a succinct introduction to your business.
 - ☐ **Corporate Annual Report:** Operations summary, numbers report and management commentary.
 - ☐ **Sales Collateral:** Offers a detailed look at the features, benefits and value of your product(s) and service(s).
 - ☐ **Spec Sheets:** Document product design, performance and use characteristics.
- ☐ b.) **Technical Documentation:** Includes catalogs, manuals, instructions, FAQs, etc.
- ☐ c.) **Packaging:** Leverages your corporate brand across shipping and display (POS) materials.
 - ☐ **Documentation:** User information, reference guides, instructions, warranties, etc.
 - ☐ **E-Packaging:** Virtual packaging of online products and services that reinforces your brand image.
- ☐ 3) **Targeted Direct Mail:** Unique strategies and tactics designed to put your message directly into the hands of decision-makers. Includes conceptual design, writing, photography, illustrations and logistics. Target list procurement is also available.
- ☐ 4) **Events:** From corporate events to industry trade shows, one-on-one interaction remains as one of the best ways to introduce your company to prospective clients and set yourself apart from the competition.
 - ☐ a.) **Custom Tradeshow Property:** Leverages your brand identity across eye-catching, custom-built tradeshow displays.
 - ☐ b.) **Customization of Off-the-Shelf Property:** Backdrop design and production for pre-fabricated display systems, add-on displays and props.
- ☐ c.) **Promotions:** Fun, innovative ideas designed to drive interest, generate leads and traffic while expanding your prospect database.

Digital

- 1) **Website Development/Enhancement:** Comprehensive services from initial consultation through launch; includes site map, graphic design, writing, photography, coding, responsive functionality, site analytics and basic SEO. Ongoing maintenance and expanded SEO services are also available.
- 2) **Social Media Campaigns:** Planning and implementation of a comprehensive social media strategy for your company and/or key personnel using LinkedIn, Facebook, Twitter and other appropriate social media outlets.
- 3) **Banner Advertising:** Strategically placed online banners that visually communicate your value proposition — and that drive to specific websites or landing pages.
- 4) **E-mail Campaign:** Timely information distributed to promote a specific initiative or event. These campaigns are designed to elicit immediate action. Comprehensive services include strategy, template design, writing, illustration, photography, scheduling and distribution.
- 5) **Pay-per-click Campaign:** Paid advertising that positions your company's ad on search engines such as Google, Bing and Yahoo for increased site traffic. Services include: program strategy, budget recommendations, keyword research and recommendations, design and ad writing services. Ongoing campaign management is also available.
- 6) **Smartphone Application:** Development of a custom app designed to attract, engage and influence current and prospective customers.
- 7) **Video Production:** Turnkey services beginning with a discussion of goals and objectives through final deployment. Includes, but is not limited to storyboards, scripting, location research, talent, animation, videography, editing, final production and distribution.
- 8) **Animation:** Full animation capabilities to create a unique look that visually represents your company/products.
- 9) **Photography:** Professional in-house and on-site capabilities from personnel photos to multi-day lifestyle or product photography.
- 10) **PowerPoint:** Adaption of corporate visual branding elements for consistency between your presentations and related marketing materials.

Public Relations

- 1) **Strategic Plan:** Defines PR strategy and prioritizes targets.
- 2) **Press Release:** Communicates your news through appropriate media outlets while reinforcing key messages. A great tool for increasing website traffic and search engine rankings. Includes national wire distribution and pitching of industry-specific top-tier media.
- 3) **White Paper:** Offers insights and perspective to the more technical aspects of your products and services.
- 4) **Success Story:** Interviews of stakeholders to create a 'story' that communicates the value of your offering through end-user perspective.
- 5) **Event Outreach:** Leverages special industry events and tradeshows to interact with target media.
- 6) **Media Tour:** Take your story on the road to meet and influence industry-specific top-tier media targets.

A Relationship With JHA Just Makes Sense.

- Generate comprehensive, credible market presence faster with lower costs
- Establish a consistent, compelling brand identity that works
- Reduce internal marketing responsibilities for improved focus on core business
- Convenient, one-stop source for all business-critical marketing materials
- Seamless integration between printed materials and digital/social media
- Veteran, career professionals committed to exceptional results
- Highly refined tools and processes for fast, efficient execution
- In-house research, planning, writing, design and development
- Long-term vendor relationships ensure quality results—on time and on budget
- Regional, National and International launch experience, from start-ups to the Fortune 500

Contact JHA today.
We can help refine your trajectory
and accelerate your business.