

MARKETING

SUCCESS IS A PROCESS

Our marketing strategy is organized to function on a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships. Marketing is the ongoing process of moving people closer to making a decision to purchase, use, follow...or conform to someone else's products, services, or values. Marketing is human activity directed at satisfying needs and wants through exchange processes.

MARKETING PROCESS

- Market research
- Product development
- Product life cycle management
- Pricing structure
- Promotion
- Strategic planning
- Branding
- Graphic design
- Advertising
- Media placement

Corporate Level Marketing - Marketing at the corporate levels asks this question, "What business should we be in and what opportunities should we pursue?" This is marketing before we even have a business, idea, or product. This is what is known as entrepreneurship. This level is also where corporate management of existing companies decide to branch off into new uncharted territories and opportunities.

Business Level Marketing - Marketing at the business level asks this question "How are we going to compete against the competition?" Business level marketing deals with high level strategic marketing concerns. This level deals with long-term sustainable advantages and business models.

Functional Level Marketing - Marketing at the functional level asks this question, "How do we create and keep customers?" This level of marketing defines and develops products, prices them, promotes them and then distributes them in a way that helps a company create and sustain demand for its products.

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STRATEGIC PLANNING

As in life, business requires planning. Strategic planning involves defining objectives and developing strategies to reach those objectives. By labeling a piece of planning "strategic" we expect it to operate on the grand scale and to take in "the big picture". Strategic planning tries to "create" more desirable future results by influencing the outside world or adapting current programs and actions so as to have more favorable outcomes in the external environment, have the capability of providing an organization with a sustainable competitive advantage, prove dynamic, flexible, and capable to adapt to changing situations.

METHODOLOGIES

- **Situation** - evaluate the current situation and how it came about
- **Target** - define goals and/or objectives
- **Path** - map a possible route to the goals/objectives
- **Draw** - what is the ideal image or the desired end state?
- **See** - what is today's situation? What is the gap from ideal and why?
- **Think** - what specific actions must be taken to close the gap between today's situation and the ideal state?
- **Plan** - what resources are required to execute the activities?

Strategic planning is a critical step not only in marketing but in business in general for positioning an organization to take advantage of future opportunities, address in the challenges ahead and providing the kind of leadership that masters change. Within business, strategic planning may provide overall direction strategic management to a company or give specific direction in such areas as financial, HR/organizational development, IT deployments, and marketing strategies.

The solutions and processes offered by Enocs are easily scaled to fit the precise needs of your business. Because we recognize the critical nature of this very important marketing sector, we have streamlined our approaches to gain maximum results for minimum investments of money or time on your part.

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BRANDING

"Just do it". "We bring good things to life." "You're in good hands." Mean anything? Or, why is it that although Pepsi wins more blind taste tests over Coca Cola, the fact is that more people still buy Coke than Pepsi? Could it be that fond childhood memories or emotional relationships are even more powerful than preference?

How is it that these things just "stick" over time? It's the power of branding. Today's 20-something year olds have been brought up on TV, computer games, and just about brand name everything. The American Marketing Association (AMA) defines a brand as a name, term, sign, symbol, design, or any combination of these intended to identify the goods and services of one seller or a group of sellers and to differentiate them from those of other sellers.

GROWTH POTENTIAL TOOLS

- Brand research
- Positioning strategies
- Strategic choice
- Brand management
- Product, services and design
- Communication design

A good brand will achieve delivery of the message, credibility, connectivity to your target prospects, motivation in buyers, and user loyalty. It is the sum total of their experiences and perceptions, some of which you can influence and some of which you cannot. As the battle for customers intensifies, a strong brand is invaluable. Branding is a foundational piece in your marketing communication, and one you do not want to be without. A good brand name gives a good first impression, is easy to remember, and evokes positive associations with the brand.

There is a common misconception that small businesses do not need branding. Branding is not just for large corporations. The process can be applied to any business, organization, product, or even service (e.g., The "Midas" Touch). Brand has been called the most powerful idea in the commercial world, yet few companies consciously create a brand identity. But just think - - Do you want your company's brand identity created for you by competitors and dissatisfied customers? Of course not.

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GRAPHIC DESIGN

Graphic design is a form of visual communication using text and/or images to present information, or promote a message. Graphic design may range from verbally communicated ideas, visual rough drafts and final production to client edits, technical preparation, and mass production. Graphic design is applied in virtually every organization or society. There are no limits to the applications of graphic design.

ELEMENT OF DESIGN

- Lines
- Shapes
- Mass
- Texture
- Color

Design elements are the basic tools in every discipline of graphic design. All working together for the greater good, the elements compose the basic vocabulary of visual design. Design principles such as balance, rhythm, emphasis, and unity, constitute the broader structural aspects of the composition.

Most design work, however, requires some amount of research and planning. The design process itself encompasses the step-by-step and often complex path a designer takes toward a design solution through research, exploration, réevaluation, and revision of a design problem. This process starts with the client and ends with the finished product.

Every physical representation of a company's image that people notice, whether it's a letter written on corporate letterhead, a product and its packaging, a brochure, annual report, a logo in an ad, a sign, graphics on a vehicle, or a simple name badge worn by a counter clerk, is an opportunity to win over the hearts and minds of would-be clients. Businesses can successfully harvest favorable consumer opinion by intelligently controlling these many aspects of communication programs.

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ADVERTISING

Advertising is the promotion of goods, services, companies, and ideas usually performed by an identified sponsor through a variety of media sources. Our personal identity is who we are and what things make us up such as occupation, beliefs, personality, self-esteem, lifestyle, relationships, friends, how we look, and what we wear. Many people agree that advertisers influence our identity, and they have a huge impact on our everyday life. They influence our identity by using things such as techniques, stereotypes, and targeting our audience-by doing things that “grab our attention”.

PLANNING

- Gathering: essential information to identify consumer behavior
- Architecture: determines the strength and validity of a project
- Expand: evolving a brand and maximizing it’s potential
- Unify: brings all elements together to deliver a strong message

DEVELOPMENT

- Concept: creative ideas derived from the planning phase
- Create: shaping of the concept into a physical form
- Produce: transformation of graphic elements into the media
- Connect: reaching your target audience is the focus to success

Whether your goal is to promote new products and services or build up your company's branding image, it's important to find an advertising partner with the experience to deliver your message with clarity and punch.

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MEDIA PLACEMENT

Effective media placement is critical to the success of any marketing campaign. Companies spend thousands, millions even, in various media outlets. But more often than not, businesses are realizing that after the budget has been blown the results are not as far-reaching as promised. The most blatant reasons? Media contacts hound you for your business advising you to allocate your life savings (and sometimes your firstborn) for advertising. "The demographics you are targeting are perfect for our form of advertising". Does this sound familiar? Yes, that's what they all say.

ONLINE WORD-OF-MOUTH MARKETING THAT WORKS

- Printed publications
- Radio
- Television
- Direct & coupon mailer
- Billboard & outdoor
- Transit advertising
- Event sponsorship

Choose a partner who analyzes the facts and advises you how to make your business successful through media placement. Media placement is not about what we like or even what you like, for that matter. It's about your prospective audience(s).

The magic of media entails getting the right message to the right people at the right time. But, who are the right people? How best do you reach them? Is timing everything? And are there hidden buying influences? How much should be budgeted and over what period of time? How do you measure the success of the program?

Setting media budgets, selecting media, and determining frequency and reach are among the planning specialties at Enocs. How many media outlets should you use and within what advertising format? How do you measure the success of ad placement? Our media placement services can achieve results for local and national advertising campaigns covering multiple states.

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