

# Marketing ePortfolio

## Consulting Portfolio

Your Guide to Evaluating our Services

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# Marketing ePortfolio

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## Your Guide to Evaluating Our Services

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# Marketing ePortfolio

## Your Guide to Evaluating Our Services

Selecting the right marketing consultant...

### Introduction

Marketing consultants come in a wide range of capabilities and areas of specialization. Some are very experienced in a particular industry or sector, others focus on building skills in specific marketing activities (e.g. direct marketing, ebusiness, communications), while still others dedicate themselves to helping businesses overcome a certain type of marketing challenge (e.g. customer relationship management).

Once you've decided that you need outside marketing help, how do you decide which type of consultant will be most effective for your company?

Below are some strengths that we believe define a good revenue-generating marketing consultant:

- creative & resourceful approach
- realistic & objective perspective
- knowledgeable about your business
- collaborative style of working with your team
- able to understand your business goals



This guide will take you through our marketing services and explain how we work. It includes work samples and outlines the benefits our clients have received. After that, you can decide if we are right for you.

# Marketing ePortfolio

## Your Guide to Evaluating Our Services

Marketing: part *art*, part *science*...

### Defining Marketing

There are many and varied definitions for describing the function of marketing. To some, marketing is synonymous with selling activities, while others think of it purely as advertising, communications and creative design.

With such variation in how it is defined, we felt potential clients should have a good understanding of our areas of focus.

Below are some of the marketing functions that we perform:

- Research - using *science* to balance *art*
- Planning - getting your products to market more effectively
- Strategizing - to overcome specific challenges
- Creating compelling visuals and crafting messages
- Tracking and measuring results for continuous program improvement
- Training - skill development for in-house marketing personnel

World Marketing Association (WMA):

"Marketing is the core business philosophy which directs the processes of identifying and fulfilling the needs of individuals and organizations through exchanges which create superior value for all parties."

American Marketing Association (AMA):

"Marketing is 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 goals."

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## Your Guide to Evaluating Our Services

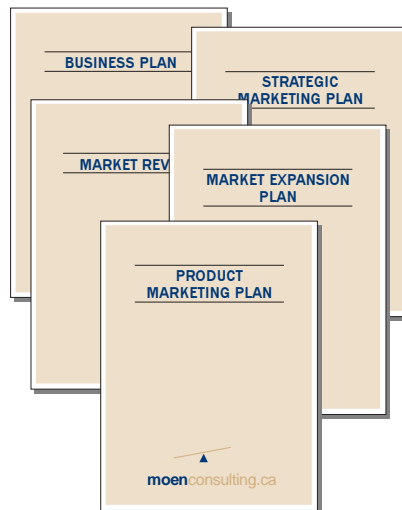
Our service range...

### Market Planning & Business Development



Our areas of expertise:

- Strategic Market Planning
- Promotional Program Development & Management
- Marketing Analytics
- Marketing Personnel Development



...our experience

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### Strategic Market Planning

Whether your objective is increasing market share or taking advantage of new market opportunities, a comprehensive marketing plan details the activities that must be undertaken to achieve specific outcomes and make your marketing dollars work harder.

In the case of new market opportunities, in-depth research helps to determine the best methods for reaching potential buyers.

Let us do these specialized tasks for you:

- competitive analysis
- market segmentation & prioritization
- customer buying habits & preferences
- market characteristics
- company/product positioning & branding
- industry trends
- sales projections
- strategies for pricing, differentiation, distribution, communication, advertising & promotion...

Get the marketing puzzle pieces onto the table...



Whether you own an established business or start-up, a comprehensive marketing plan provides a concise framework for a strategic approach to market development.

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## Your Guide to Evaluating Our Services

Assemble the puzzle...



### *Strategic Market Planning...continued*

## How We Work

Our approach is collaborative. Working together with you, we gather the relevant facts about your business, then apply our expertise. Our 3-step process leads to the identification of key objectives so you can focus your resources and get results that will increase your bottom line.

### Step 1 SITUATIONAL ANALYSIS

During the initial phase, we review your previous marketing efforts and conduct our own research. Through these activities we gain an understanding of the strengths and weaknesses of your company and its products, and perspective on how your business fits into the market and competitive landscapes. A summary report of our findings is discussed with you and the direction for the second phase is agreed upon.

### Step 2 MARKETING PLAN

The Marketing Plan identifies specific goals and outlines the strategy and tactics for achieving them. We include explanations and implementation details for all actionable items.

The plan is designed to concentrate resources on opportunities that represent the greatest potential return in the short-term, with the underlying goal of funding future activities from additional revenues generated.

### Step 3 IMPLEMENTATION

During implementation we provide hands-on support until the program is fully implemented.

### ONGOING ASSISTANCE

After implementation you have the option of engaging us to keep things running smoothly during the early stages until results have been successfully achieved.

Step one or all three...your option

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## Your Guide to Evaluating Our Services

Probe for answers...

### Marketing Diagnostic

Custom Tune-up for Market Performance Improvement

Our 10-point Marketing Diagnostic was developed to help clients:

- Uncover Marketing Weaknesses
- Increase Customer Satisfaction
- Improve Branding & Positioning
- Reduce Marketing Program Waste
- Focus Efforts for Better Results

Diagnose the problem...



Subject areas to be probed are tailored to meet the unique needs of each client.

Findings and suggestions for improvement are detailed in a list of actionable items.

Typical areas probed:

#### #1 CUSTOMERS

How clearly do you meet the needs of the customers that your product or service is intended to satisfy?

How precisely have you selected your target market; is it in the growth stage?

How are you monitoring customer satisfaction; are you clear about your company's strengths and weaknesses from your customer's perspective?

How well do you understand your customers' buying habits; do you know who influences your buyers?

#### #2 INDUSTRY

How well do you understand your industry; are there changes on the horizon that could affect your business; are you prepared?

#### #3 COMPETITORS

How much information do you have about your competitors?

Have you identified your direct and indirect competition; what are their weaknesses?

*continued next page...*

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## Your Guide to Evaluating Our Services

### Marketing Diagnostic...continued

#### #4 MARKETS

How well do you understand your markets – size, cycles, trends?

What is your segmentation strategy?

Is the rationale for your target market selection valid?

#### #5 PRODUCT / SERVICE

What are your strengths and weaknesses when compared to your competitors?

How effectively does your company introduce new products?

#### #6 DISTRIBUTION CHANNELS

How does your product get to the end user; are there other channels you could be using to broaden your distribution network?

#### #7 COMMUNICATIONS

How well do you communicate your company and product message; are you consistent?

How do you encourage customer feedback; how well do you respond?

#### #8 BRANDING & POSITIONING

How well are you building credibility for your brand?

Is your positioning strategy well defined?

Do you know how your customers view your products and service?

#### #9 PRICING

Do you have a good understanding of where your profits come from?

Are you using creative pricing strategies to attract and retain business?

#### #10 BUDGET

Is your budget realistic for achieving your marketing goals?

Are your planned marketing expenditures aligned with your goals?



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## Your Guide to Evaluating Our Services

Communicate your message...

## Promotional Program Development

### Collateral Material

Marketing collateral materials carry messages about a business and its products and services to customers and prospects, and are generally developed for delivery through multiple channels (e.g. print & electronic). Collateral material includes: brochures, newsletters, product data/fact sheets, visual aids used in sales presentations, press releases, white papers, etc.

Collateral material development involves the following activities:

- Assembly of relevant information - e.g. previously published materials, results of research - market, competitive and industry information, target market
- Conceptual development - what the finished material will look like
- Content Writing - crafting the message
- Design & Layout - production of finished materials
- Output - printing and/or creating versions for electronic delivery methods

### How we work with you on collateral material development

Each project is unique. Client readiness, in terms of having all of the relevant material assembled, varies from project to project. First, we listen carefully so we can develop an understanding of your objectives. Then we evaluate the data and information you have assembled and assess whether more information is required. If additional research is necessary, we work with you to figure out solutions for getting it.

Next, we explore creative concepts and get your input. Once we have carefully extracted all the important details and all the questions have been answered, we are ready to begin developing the collateral materials.

*continued on next page...*

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## Your Guide to Evaluating Our Services

Allow the whole to become greater than the sum of its parts...

### *Promotional Program, Collateral...continued*

Our work may involve the following activities (in draft or final version): writing and editing; conceptual development; campaign planning; and implementation plan. We also find contractors, obtain quotations from other service providers and use our entrepreneurial abilities to pull all the pieces together.

It is at this next stage, design and layout, that we offer clients some choices. We are not a creative agency per se, however, we will produce the final creative work if it fits within the scope of our capabilities and your tastes.

Either way, it is your preference. We are quite happy to work with your creative agency to produce the final materials. If needed, we can recommend a freelancer or agency that fits within your needs and budget.



**Here's where we can add value:** As marketers we are adept at translating your vision into collateral material that meets specific marketing objectives, reinforces branding and positioning goals, and builds credibility for your brand.

The subtleties of the preparatory work we have done with you leading up to this stage are now infused into the content that we may hand-off to an agency for completion. Our role then becomes that of your spokesperson, ensuring that essential marketing details are brilliantly translated by the creative professionals into the final collateral materials you envision.

During this phase you can trust that we know enough about the creative design process, and have learned enough about you, your business, and the desired outcome, to act on your behalf should questions arise.

*work samples...*

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## Your Guide to Evaluating Our Services

Select the right communication tools...

### WORK SAMPLES

#### Collateral...continued

Client: Written Power Inc.

Date: Fall 2008

#### Direct Mail

Develop creative content for online writing course targeted at individuals, corporations, and ESL schools in North America and overseas.

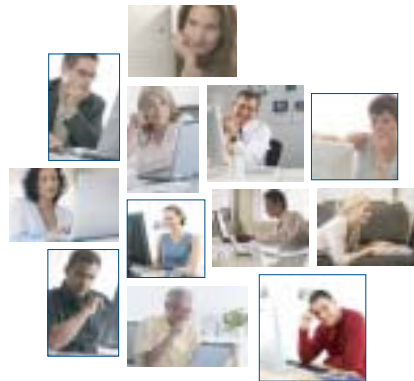
Work Performed:

Strategy and conceptual development for brochure series. Design and layout for print and electronic delivery.

Results: currently in production

#### WrittenPower

Say what you mean. Get what you want!



**Business Writing Skills for less than 35¢ a day.**

#### TESTIMONIAL

*I think the new brochure looks fantastic — the logo and typeface are really clean and modern looking, and the content is very benefit-led and sales-driven without being pushy.*

*Great to see continuity between the website and the brochure, too. I can see this really appealing to corporate prospects.*

Sara Williams, Web Writer & Editor  
Written Power Inc.

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**WrittenPower** teaches how to write clearly and effectively in just 36 hours!

- Reduce time spent editing and re-writing by an average of 40%
- Reduce training costs by 75%
- Great Learning outcomes, resources and training budget

**Unit Topics**

- #1 Understanding Business Writing
- #2 Writing Clear Sentences
- #3 Writing Concise Sentences
- #4 Developing Paragraph Power
- #5 Linking Paragraphs
- #6 Creating a Positive Tone
- #7 Organizing Ideas and Details
- #8 Going Rounder: Completeness Fair
- #9 Being Not Gracious
- #10 Using Special Techniques: Sales and Collection
- #11 Writing Reports: Fast!
- #12 Organizing Reports and Proposals: Better

**Certification Option**

Support personal accountability, our program provides members with a Certificate of Recognition since they have successfully reached specific milestones.

**Black Certificate**  
Completion of 4 of your units.

**Gold Certificate**  
Completion of 8 of your units.

**Start Writing Powerfully Today!**  
Register online at [www.writtenpower.com](http://www.writtenpower.com)

**WrittenPower**  
Say what you mean. Get what you want!

#### TESTIMONIAL

*Thanks so much for doing this so spectacularly well and fast. You are truly amazing. It's going to be fun to show them in the workshop tomorrow.*

*This brochure looks so good I'm wondering if you would like to do the same for our workshops?*

Thanks so much, Kathryn!!

Tom McKeown, President  
Written Power Inc.

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more work samples...

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## Your Guide to Evaluating Our Services

### WORK SAMPLE

#### Collateral...continued

Client: Clear Communication Consultants Ltd.  
Date: Winter 2008

#### Re-branding: Communications Training

Develop communications strategy to promote workplace communication skills training programs.

Work Performed:

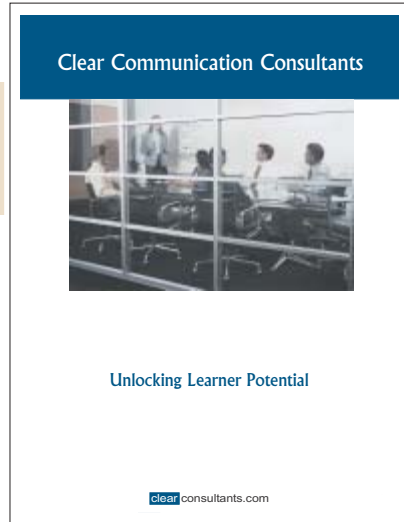
Conduct research (competitive analysis, market & industry).

Collateral material development for print and electronic delivery - design and layout of corporate brochure, logo, workshop pamphlets.

Results:

This new modern look improves appeal among target market (government ministries, large corporations), and leverages the Client's reputation and track record to attract business from a broader range of government and private sector clients.

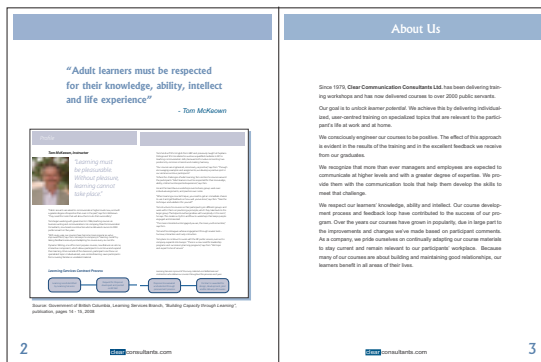
Results: currently in production



#### The Dynamic Series



#### The Dynamic Leader Series



more work samples...

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## Your Guide to Evaluating Our Services

If it's not working, re-build...

### WORK SAMPLE

Client: Cansci Glass Products

Date: 2005

### Re-branding: Scientific Glass Products

Marketing diagnostic leading to identification of key marketing objectives.

Work Performed:

Conduct research (customer survey, competitive analysis, market & industry).

Marketing strategy development, identification of branding & positioning goals.

Tag line development - *Glass Products for Science & Industry*, web content writing.

Collateral material development - work with client and external agency through all phases of creative development for website and corporate identity items (logo, stationery).

Results:

This new modern look improves appeal among target market (scientific, industrial & institutional labs), differentiates from competitors, and positions Cansci to attract higher-margin custom glass work.



Before



more work samples...

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## Your Guide to Evaluating Our Services

Build awareness of your brand...

**WORK SAMPLE**

### *Collateral...continued*

Client: Lordco Parts Ltd.  
Date: 1996 - 2001

Position: Corporate Marketing Manager  
Responsible for all aspects of marketing department operations

#### Corporate Identity



Work Performed:

Design Lordco logo and 25<sup>th</sup> anniversary commemorative logo.



Ensure consistent use of corporate identity elements across all touch-points of customer contact.

Results:

The logo was the centrepiece around which the entire brand story was developed. Today, the Lordco logo is a well recognized symbol in Western Canada's automotive aftermarket.

#### Trade Show Management

Promote commercial customer attendance at annual 2-day trade show (approx. 10,000 attendees).



Work Performed:

Manage trade show catalogue production; pre-show and on-site registration

#### Loyalty Program

Promote customer participation in '97 & '99 cruise programs

Work Performed:

Collateral material design (cruise logo, promotional newsletters, information brochures, apparel and ad speciality items).

Manage logistics for 600 cruise participants.

Track and report on qualifying purchases.



Results:

Extremely high program retention and participation.

87% of respondents to a post-cruise survey rated pre-trip planning arrangements as "Excellent" or "Very Good".

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## Your Guide to Evaluating Our Services

Analyze the situation...

### Marketing Analytics

We apply customized tools for measuring marketing ROI (return on investment) and gaining insights into profitability. By improving marketing effectiveness and efficiency we help our clients save money and make money.

### Desktop Database Marketing

Database marketing doesn't need to be expensive or sophisticated. Small and medium-sized businesses can harness the power of a relational database to target their market with surgical precision.

Database marketing program management techniques seamlessly-integrate legacy data and provide drill-down access to relational data for more realistic planning, improved monitoring and reporting efficiency, and enable data collection for marketing ROI calculations.

Desktop database marketing has yielded these benefits for our clients:

- Collateral distribution management: annual savings of 136-man days, more accurate and timely distribution leading to greater customer satisfaction, results-tracking enabled benchmarking for improving future ROI
- 40% Reduction in collateral material waste: \$70,000 annual savings
- De-duplication of multiple mailing lists: \$6,000 annual savings

Find the right solutions...



Fix the problem...



### Data Mining

Getting access to good-quality detailed data provides an opportunity to diagnose and correct problems. We have experience helping clients access and use data for greater marketing intelligence.

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## Your Guide to Evaluating Our Services

Improve Sales & Marketing Alignment...

**WORK SAMPLE**

### Tracking & Monitoring

These examples illustrate results of a monitoring and reporting program for an industrial B2B supplier.

The client had been running a promotional program for many years and wasn't sure how effectively it stimulated sales.

Our work involved merging customer and transaction-level data then performing our analysis to determine what impact the promotional program had on sales.

We developed detailed reports that allowed individual Sales Reps to measure results for each customer.

Western Region, BC Division										REPORT: PROMO TRACKING - West		
# 101 - Sales Rep Name										TYPE: Promo Sales, Final, Detail		
ACCT# COMPANY - CITY										July 1 - Aug. 31, 2008		
A123AB COMPANY NAME					00A123 COMPANY NAME							
INV. DATE	INV. #	PRMO PROD ID	QTY SHIP	TOTAL PRICE	INV. DATE	INV. #	PRMO PROD ID	QTY SHIP	TOTAL PRICE			
07/02/08	11130000	610ABC	1	\$73.49	07/31/08	11134888	EE6962	-1	(\$114.10)			
08/06/08	11131111	610ABC	1	\$40.57					\$97.89			
				\$114.06	Flyers A: 50				Total Promo \$	\$1,128.08		
					Flyers B & C: 50				Avg per Flyer	\$11.28		
					Total Flyers 100							
Product Group B					UABCDE COMPANY NAME							
07/07/08	11132222	AB2626	3	\$22.77								
07/31/08	11132222	AB2652	2	\$24.06								

Western Region, BC Division										REPORT: FLYER PROMO TRACKING - Western					
Sales Rep Name - # 101										TYPE: Promo Sales, Final, Summary					
ACCT# COMPANY - CITY										July 1 - Aug. 31, 2008					
				PROD A			PROD B & C			TOTALS					
				Flyers	July	Aug	Total	per Flyer	Flyers	July	Aug	Total	per Flyer	Flyers	Promo Sales
1	A123AB COMPANY NAME	50	\$73	\$211	\$284	\$5.68	50	\$379	\$218	\$597	\$11.94	\$881			
1	A123AB COMPANY NAME	100	\$0	\$0	\$0	\$0.00	100	\$31	\$0	\$31	\$0.31	\$31			
1	A123AB COMPANY NAME	50	\$664	\$81	\$745	\$14.91	50	\$160	\$223	\$383	\$7.65	\$1,128			
1	A123AB COMPANY NAME	50	\$0	\$62	\$62	\$1.24	0	\$0	\$112	\$112	n/a	\$174			
1	A123AB COMPANY NAME	0	\$45	\$0	\$45	n/a	75	\$157	\$0	\$157	\$2.10	\$203			
1	A123AB COMPANY NAME	0	\$73	\$0	\$73	n/a	75	\$87	\$0	\$87	\$1.17	\$161			
1	A123AB COMPANY NAME	0	\$70	\$0	\$70	n/a	100	\$0	\$0	\$0	\$0.00	\$70			
1	A123AB COMPANY NAME	0	\$288	\$427	\$715	n/a	50	\$38	\$77	\$115	\$2.31	\$831			
1	A123AB COMPANY NAME	100	\$0	\$0	\$0	\$0.00	100	\$191	\$845	\$1,036	\$10.36	\$1,036			
1	A123AB COMPANY NAME	50	\$0	\$0	\$0.00	\$0.00	50	\$225	\$85	\$310	\$6.19	\$310			
1	A123AB COMPANY NAME	50	\$0	\$0	\$0.00	\$0.00	0	\$11	\$0	\$11	n/a	\$11			
1	A123AB COMPANY NAME	50	\$170	\$0	\$170	\$3.40	0	\$5	\$39	\$43	n/a	\$213			
1	A123AB COMPANY NAME	50	\$203	\$0	\$203	\$4.06	0	\$0	\$73	\$73	n/a	\$276			
1	A123AB COMPANY NAME	100	\$0	\$0	\$0.00	\$0.00	100	\$37	\$0	\$37	\$0.37	\$37			
1	A123AB COMPANY NAME	50	\$237	\$136	\$373	\$7.47	100	\$131	\$0	\$131	\$1.31	\$504			
1	A123AB COMPANY NAME	100	\$41	\$0	\$41	\$0.41	100	\$226	\$0	\$226	\$2.26	\$267			
1	A123AB COMPANY NAME	50	\$0	\$0	\$0.00	\$0.00	50	\$0	\$0	\$0.00	\$0	\$0			
1	A123AB COMPANY NAME	50	\$64	\$0	\$64	\$1.28	50	\$27	\$111	\$138	\$2.76	\$202			
1	A123AB COMPANY NAME	100	\$126	\$0	\$126	\$1.26	100	\$263	\$164	\$427	\$4.27	\$552			
1	A123AB COMPANY NAME	50	\$0	\$70	\$70	\$1.40	50	\$26	\$45	\$71	\$1.42	\$141			
1	A123AB COMPANY NAME	25	(\$161)	\$100	(\$61)	(\$2.43)	25	(\$249)	\$0	(\$249)	(\$9.97)	(\$310)			
1	A123AB COMPANY NAME	50	(\$425)	\$956	\$550	\$11.01	100	\$0	\$0	\$0	\$0.00	\$550			

Western Region, BC Division										REPORT: FLYER PROMO TRACKING - Western						
Sales Rep Name - # 101										TYPE: Promo Sales, Final, Summary						
ACCT# COMPANY - CITY										July 1 - Aug. 31, 2008						
				PROD A			PROD B & C			TOTALS						
				Flyers	July	Aug	Total	per Flyer	Flyers	July	Aug	Total	per Flyer	Flyers	Promo Sales	
				1875	\$2,528	\$3,366	\$5,894	\$3.14	2250	\$3,150	\$2,556	\$5,706	\$2.54	4125	\$11,600	
				Sales Rep Totals - Sales Rep Name												
				Flyers	July	Aug	Total	Avg per Flyer								
				PROD A	1,875	\$2,528	\$3,366	\$5,894	\$3.14							
				PROD B & C	2,250	\$3,150	\$2,556	\$5,706	\$2.54							
				TOTAL	4,125	\$5,678	\$5,922	\$11,600	\$2.81							

08/22/08	11136333	AB2937	1	\$29.35	07/29/08	11134372	AB7261	1	\$2.44		
08/22/08	11136333	AB2652	1	\$7.22	07/29/08	11134372	AB3508	1	\$17.14		
08/22/08	11136333	AB0141	1	\$146.97					\$87.41		
08/22/08	11136333	AB7013	6	\$16.02	Flyers A: 75				Total Promo \$	\$160.90	
				\$382.69	Flyers B & C: 0				Avg per Flyer	\$2.15	
					Total Flyers 75						
Product Group C					Rep Total					Total Promo Sales This Report	\$11,600.32
07/25/08	11134222	EE6962	1	\$114.10							
07/31/08	11134244	EE6962	1	\$97.89							

### Results:

- Established "\$ per flyer" as performance indicator (see red)
- Provided interim reports to increase selling opportunities
- Provided management reports for individual, regional and company-wide comparisons
- Established program benchmarks
- Collected data for calculating marketing ROI (return on investment)
- Developed KPI's (Key Performance Indicators) for marketing dashboard
- additional results shown in Database Marketing section

...monitor results for continuous improvement

# Marketing ePortfolio

## Your Guide to Evaluating Our Services

Build on your strengths...

## Marketing Personnel Development

### Mentoring & Training

We work directly with in-house personnel to overcome specific marketing challenges. Functioning as a sounding-board and resource, we mentor and guide your employees to help them develop strengths that will improve your company's marketing edge.

#### TESTIMONIAL

*I learned more about marketing from Kathryn in 6 months than in my previous 10 years.*

Chantell van Rijswijk  
Marketing Coordinator  
JET Equipment & Tools Ltd.

  
moenconsulting.ca

### Recruiting

Effective marketing requires ongoing effort and sometimes it makes sense for clients to hire permanent marketing personnel. While we don't offer recruitment as a stand-alone service, we have helped clients find excellent marketing people to carry out activities for programs of our own design.

#### TESTIMONIAL

*Kathryn is one of the few people who I would recommend unequivocally.*

Tove Schultz,  
Marketing Manager  
ACR Systems Inc.

  
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Applying our knowledge of your specific marketing objectives, we work with you through the selection process. Once hired, we get them off to a good start with an orientation to the specifics of your marketing program.

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## Your Guide to Evaluating Our Services

Create a roadmap for success...

### Business Plans

#### For Start-up or Expansion

At a time when your business maybe teetering at its most critical stage of growth you may not have the time to devote to the task of preparing a business plan.

We can help by translating your established business or start-up idea into a concisely-worded and professionally prepared Business Plan.



#### CHECKLIST

If you are considering having us prepare your Business Plan, please review the checklist below:

- you require less than \$2 -3 million in loans or investment capital - we do not write plans for large venture capital loans
- your need for a business plan is time-sensitive and driven by pressure or deadlines - you cannot afford to procrastinate
- you are unfamiliar with writing in the manner with which your intended audience is familiar
- you want a concisely-worded and professional looking plan that clearly expresses your vision for the business
- you require an objective approach, not guided by enthusiasm for the business idea - risks and assumptions will be identified in the plan
- you are prepared to provide your input and assistance - this is vital to the successful development of the plan

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# Marketing ePortfolio

## Your Guide to Evaluating Our Services

Business exposure adds to our value...

### Experience

Our primary experience has been working with businesses that sell to other businesses (B2B), however, we have also worked for businesses that sell to consumers (B2C). Below is an overview of our experience by industry sector/market served.

#### Industrial Distribution

- Automotive Aftermarket Parts
- Gas & HVAC Equipment
- Hand Tools & Lift Equipment
- Structured Cabling Products

#### Manufacturing

- Air Spargers for Precious Metal Mining
- CNC Machining
- Fish Processing for Export
- Hair Removal Products
- Hobby Greenhouse
- Hot Tub/Spa
- Natural Cosmetics
- Pasta
- Reclaimed Wood Flooring
- Robotic Welding
- Scientific Glass Blowing
- Textile Screenprinting
- Thermoforming

#### Publishing

- Corporate Wellness Publication

#### Service

- Commercial Catering & Meal Service
- Commercial Cleaning
- Communication Skills Training
- Consumer Credit
- Contract Packaging & Logistics
- Graphics & Website Design
- Hotrod Parts & Restoration
- Online Writing Training
- Residential Plumbing & Heating
- Restaurants

#### Technology

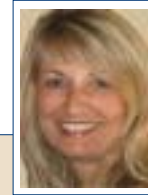
- CRM Software for Real Estate
- Data Collection for Agri-business
- Data Loggers for Commercial HVAC
- Global Positioning System Software
- Telecommunication Products

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# Marketing ePortfolio

## Your Guide to Evaluating Our Services

Experienced, professional, helpful...



### About the Author

Kathryn Moen has more than 20 years of marketing experience as an entrepreneur and in corporate environments. Her background includes work in leadership positions in manufacturing and industrial distribution sectors, and consulting experience across diverse industries.

As an entrepreneur herself, including nearly seven years as a marketing consultant, Kathryn knows how to work with business owners. Through her experience she has learned what it takes to build and operate an effective marketing department.

Kathryn is a good listener who takes a collaborative approach to working with clients. Her abilities are finely-tuned to extracting important information then applying her marketing management skills to achieve a clear record of success.

Hands-on from initial engagement until project completion, Kathryn combines her financial acumen and analytical abilities with proven techniques to maintain a balance between the 'art' and 'science' of marketing. Her work saves her clients money and improves returns on their marketing investment.

From her experience as a corporate marketing manager, Kathryn has developed mentoring and leadership abilities that are especially effective when working with in-house marketing personnel.

Kathryn's knowledge of printing and publishing, and exposure to e-business allows her to interface effectively with a variety of project contributors. She is technologically-savvy, which includes a good working knowledge of management information systems acquired from her database marketing activities.

A combination of formal project management training and her excellent ability to manage logistics has led to the successful outcome of a wide range of projects and events - on time, and on budget.

The type of clients who hire Kathryn are typically in need of marketing expertise outside the scope of their in-house personnel. They value her entrepreneurial style and her ability to assemble the right team.

In addition to her no-nonsense, results-oriented approach, Kathryn brings enthusiasm and passion to every project she undertakes.

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bringing business  
into balance

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Do-it-yourself resources...

### Marketing Resources

- Better Management [www.bettermanagement.com](http://www.bettermanagement.com)
- eMarketer.com [www.emarketer.com](http://www.emarketer.com)
- Google Analytics [www.google.com/analytics](http://www.google.com/analytics)
- Internet.com [www.internet.com](http://www.internet.com)
- Marketing Experiments [www.marketingexperiments.com](http://www.marketingexperiments.com)
- Marketing Profs [www.marketingprofs.com](http://www.marketingprofs.com)
- Search Engine Watch [www.searchenginewatch.com](http://www.searchenginewatch.com)
- The Lenskold Group [www.lenskold.com](http://www.lenskold.com)

Marketing is a process. Our suggestions for success:

- #1** define realistic objectives that are aligned with the overarching goals of the company, *and*
- #2** devise a workable written plan and share it with the entire team, *and*
- #3** apply the necessary resources (people, systems, money) to carry out marketing activities on a consistent basis, *and*
- #4** follow through by tracking and monitoring results, using information gleaned to make program modifications and improvements

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