

# Marketing and Communications

---

## KEY STRATEGIC OBJECTIVES

- Execute marketing strategies to meet corporate objectives across the business units.
- Implement and oversee all corporate marketing, advertising and promotional activities
- Execute, monitor, and focus web efforts, e commerce, in line for market leadership.

## KEY TACTICAL OBJECTIVES

- Follow up on annual marketing plans with all departments to ensure compliance.
- Conduct market research, as directed. Catalog emerging trends based on publications and services by polling of customers, and trends with competitors.
- Research, analyze and monitor financial and technological factors so that market opportunities are capitalized, new business sectors be identified and the effects of competitive activity may be minimized
- Develop and recommend pricing strategy for new equipment and services
- Conduct marketing surveys on current and new concepts/services
- Develop product positioning and messaging that differentiates products/services
- Prepare sales and trade show collateral materials.

## **Communications, Advertising & Promotion**

- Manage all aspects of print, electronic and mailer design, creation and distribution
- Organize booth presence at trade shows and conferences
- Achieve frequent, timely and positive media coverage across all available media
- Evaluate market reactions to advertising programs
- Prepare marketing activity reports
- New Services/Equipment – plan the launch of new services and releases
- Design and plan quarterly product/service seminars
- Create and proof marketing materials in conjunction with all accounts
  - Sales presentations
  - Proposals
  - Reports
  - White Papers
  - Trade show literature/banners
- Write press releases; ensure that news and events are accurately published. Develop media list and maintain accuracy

## **E-Marketing**

- Oversee firm's electronic marketing efforts including supervision of Web site design and maintenance
- Implement web promotion and marketing
  - Search Engine Optimization
  - Link Popularity Campaigns
  - Direct Advertising (Adwords)
- Implement ongoing tracking and analysis
- Set-up online customer reports/documentation
- Improve organic ranking