

Your play strategy will reflect where you are in your business' development.

If you are a new organization or an established company launching a new product or service, you will need to establish corporate and product identities and set the standard "look and feel" for your corporation, your product or your service. Then you must create company-critical marketing guidelines to ensure your company and its products and services are presented consistently to your market. Next you must set strategy for all sales and marketing efforts and implement activities that will ready the market for your new product or service: public relations, placement of industry articles, the securing of speaking opportunities, cost-effective promotional opportunities like print advertising and direct mail as warranted and targeted event & trade show participation. Plus, you have to generate all of the support materials for these plans and activities – corporate, product or service collateral and presentation materials for external sales efforts, potential vendors, board meetings, industry analysts or speaking engagements . . . the list can go on and on.

Sound like a lot?

It is. But, these are critical strategic plays – actions and plans that should be put in place during the formative period of your company and prior to the release of any product or service and the frenzy that will accompany that release. We can help you do that.

After establishing these marketing elements and plans (depending on your product or service development timeline) you typically will have a time lull. That's when you may not need us so much. But when products or services are ready for launch – with these basics correctly set in place and in motion – you have a well-planned, ready-for-execution marketing foundation and action list that you either manage yourself or count on us to support.

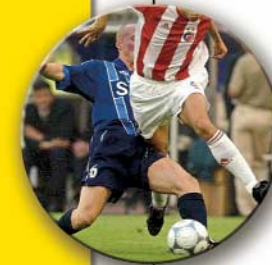
Becoming champions

Congratulations, you already have the start of a winning season. You've put your idea about building a product or service or expanding your current activities on the line and heard a resounding – "That's great – go make it so." What a victory!

JA&K completes your winning team!

Now you have at your disposal an instant "staff" – a team of marketing pros who will champion your company, product or service! We implement marketing plays and actions so the customers you're after know your great idea is a real, viable and consumable product or service. We get it sold!

JA&K . . . your full-service outsourced marketing team.



Is your marketing playbook ready?



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JA&K Marketing is a full-service outsourced marketing team. With extensive experience in establishing all marketing activities for companies, from business plan development and fundraising, to product or service launches, to IPO and beyond, JA&K Marketing is ready to help you score with winning marketing plays.

Keep this checklist of plays handy



We've provided a quick "checklist" of marketing plays a new company or one planning to market a new product or service should bear in mind. You may need all of them or just a few. Ask yourself these things. Do you have the staff needed to drive these plays? Do you want the responsibility and costs associated with running them yourself? Is it advantageous to use an outsourced team to run these plays for you – that may be your winning strategy!

A winning list of plays:

- Develop a corporate, product or service identity (or all three!)**
 - Company, product and service logos
 - Stationary & business card packages
 - Presentation backgrounds, title pages, 1st and 2nd page layouts
 - Proposal covers
 - Datasheet shells
 - Graphics and document standards
 - Naming and trademarking services
 - Establishing business models (cost justification for end user)
- Develop a process for board and investor relations**
 - Board package contents, design and layout
 - Guidelines for board and investor relations
 - Guidelines for board meetings
- Create a sales plan**
 - Determine target customers
 - Do a competitive assessment
 - Define a sales strategy
 - Cold calling, referral programs, introduction & name recognition activities
 - Driving customer desire
 - Institute product or service pricing and contracts
 - Volume plans for quantity buys
 - Customer exclusivity & most favored nation status
 - Letters of Intent (LOI's), contracts and service agreements
 - Devise a sales activity tracking system
 - Prospecting activities
 - Closing strategies
 - Service strategies
 - Commission plans and payout schedules
- Define marketing strategies crucial to supporting sales elements**
 - External promotions and mailers
 - Sales training for continuity of messaging
 - Internal promotions
- Complete collateral pieces and other critical written elements**
 - Company brochure
 - Product or service brochures
 - White papers
 - Application notes
 - Data sheets
 - Pricing sheets
- Develop a Web site**
 - Layout
 - All needed copy
 - Graphic design
 - Interactive elements
- Devise a press plan**
 - Media relations policies
 - Press target list
 - Press launch activities
 - Press tours, conferences and events
 - Press pitch and press release schedules and development
 - Crisis management strategies
 - Executive media training
- Establish an event plan**
 - Trade shows
 - Booth development
 - Promotions
 - Sponsorships
 - Launch events
 - Look and feel
 - Signage
 - Promotional materials
 - Supporting press and sales strategies related to launch events
 - Speaking engagements
 - Tradeshows
 - Conferences
- Determine your advertising plan**
 - Media buys
 - Creative development of all advertising
 - Tracking mechanisms

Whether you need just a few or all of the above tasks completed, JA&K Marketing can provide any or all of the elements of these critical actions and plans. We have proven experience performing each and every play – experience we bring to you. We check them off quickly, cost-effectively and efficiently.



Strategic moves in marketing