

 **ALIGNED**  
MARKETING



Experience the difference.

PEOPLE

PROCESS

RESULTS

TECHNOLOGY



We do what you don't have time to do, don't want to do, or aren't able to do.

## About Us:

Aligned Marketing specializes in communication and technology. We help our clients refine their strategic communication and build online and offline tools to deliver their message. As an outside provider of marketing solutions, we do what our clients don't want to do, don't have time to do, or aren't able to do.

We understand that every company has more opportunities than capable staff to take advantage of them, even in the best of times, and most people agree that taking advantage of an opportunity is more productive than putting out fires, reviewing reports, or responding to emails.

The problem is finding the time, the talent and the team that can do the work while keeping the business operating effectively.

You have three options:

1. Your first option: Do-it-yourself. Add tasks to everyone's to-do list and demanding that everyone "work-harder." In essence, this is a *task-master* strategy and typically produces inconsistent results as everyone jumps from one "priority" to the next. Eventually, today's urgent needs overtake the important tasks that connect you to tomorrow's desired performance.
2. Your second option: Hire a person. You simply buy the skills and expertise you need. The "Buy" approach improves accountability, but it's expensive and slow, and new employees come with risks. Also, strategic initiatives that lead to real change are usually resource intensive during the beginning phase, but require fewer resources as you move into the maintenance phase. There's a difference between project work and process, or functional, work.
3. Your third option: Aligned Marketing. As our tagline implies, we deliver the skills you need, when you need them, without adding fixed cost, meaning we leave after you're satisfied the work is completed.

[www.aligned-marketing.com](http://www.aligned-marketing.com)

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## What we believe:

### Execution matters

Good ideas are important, but in too many companies, execution is where good ideas go to die. Having a solid strategy is critical to success, but execution beats strategy every time. The payoff for an idea, strategy or initiative is in the execution. We separate ourselves from the competition through our responsiveness, attention to detail and measurement of results. We *have* to do it better, faster and cheaper if we're going to attract, retain and develop the best clients.

### Blaze your Phrase

One of the immutable laws of marketing is focus: "the most powerful concept in marketing is owning a word [or phrase] in the prospect's mind." Creating "focus" around our clients' unique value in a clear, concise and consistent message is our first priority. We use a one-message, many-voices approach, and make sure the approach is executed offline and online using the latest technology. And, since we outsource everything but our thinking, we know how to acquire a lot of technology at an affordable price.

### Be smart

Today's customers have the ability to block, skip or interrupt unwanted messages. Money is no longer the key to being heard. Rather than interrupting your audience with your message, Aligned Marketing helps you produce content that engages, interests and excites your external and internal customers to act. Solid communication delivered in print, video, computer graphics and through the web are the keys to success. Know your audience, know what works for them, deliver high-quality content, and measure results. Those are the tasks.

### Authentic Leadership

Einstein said, "Imagination is more important than knowledge." Authentic leaders see what everyone else sees, and more. A leader's commitment must be to excellence, rather than to perfection, and a leader's wisdom is in knowing the difference. Aligned Marketing will help you see the facts, create a compelling future, and develop a practical action plan for improving performance.

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## What Sets Us Apart:

Aligned-Marketing is a marketing consulting firm with core competencies in strategy development, communication planning and technology solutions. We are a firm whose roots are planted firmly in communication and technology, as evidenced by the release of our new book, *Communication Wins (March 2009)*, over 400 active websites around the globe. In contrast, our roots are not in advertising and agency work.

### Communication has never been so important:

People are busy. In a recent study by The Gallup Organization, 74 percent of U.S. workers described themselves as *not-engaged* (passively going along) or *disengaged* (actively avoiding their responsibilities) from their work. Your employees need clear, concise and consistent communication just as much as your customer do.

Similarly, Wharton Business School and the Gartner Group studied the major impediments to strategy implementation and execution. They found that 4 out of the 9 primary causes were related to poor communication. The strategy was too vague; communication of responsibilities and/or accountability was unclear; there was a lack of operating guidelines; or the message failed to gain employee buy-in.

At Aligned Marketing we believe good communication is critical to effective execution, both internally and externally. Stated another way, if your internal communication is not effectively motivating your organization to change, how effective is your customer communication at motivating them to buy.

We use professional writers to crystallize your message and high-quality graphic designers, technologists, printers and videographers to make your message and call-to-action come alive.

## “Communication Wins”

by  
Steve Hartkopf

available at Amazon, Borders and Barnes&Noble

 amazon.com.

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## Our Work:

### Tapping the full potential of the Internet:

We believe the Web has changed everything and is the new bedrock of all marketing programs. We help our clients develop or revamp their sites to meet business goals. We are experts in web-based tools, *search engine optimization (SEO)* and video production. We leverage the latest technology from around the world and typically have you up and running in weeks rather than months.

### Global Marketing:

Our global network of design studios, technologists and production companies allows us to provide you with best-of-breed marketing capability in dozens of languages. As a single point of contact, we coordinate global resources to help our clients take advantage of the most favorable cost structure or enter growing markets. We've worked with companies based in North America, Asia, Europe and Australia.

### Research:

What differentiates you from your competition? How do your competitors go to market? What do your customers say about how they buy, and how does that align with your sales force's opinions? Through primary and secondary research using both personal interviews and online surveys, we gather the information you need to make informed, fact-based decisions.

### Video/DVD/CD-ROM:

Since our creative team has an extensive background in video production and screen-based messaging, producing multi-purpose video is one of our core competencies. We conceive, write and produce your material, then bring it to life in Web, DVD and/or CD-based formats.

### Sales Qualification:

We create and survey potential customers to determine if they have the kinds of problems that your products and services solve. Using paid-for and private lists, we provide a cost-effective way to survey your existing and target customers to determine market potential, revenue projections and qualify sales leads. We focus on qualifying your customers, so you can focus on selling.

### It's About Time:

What we really deliver to you is more time. We focus on the important work – work that drives changes and improvements that will ensure you succeed today and well into the future.

*One of our client's employees once said to us, "How do you expect me to work on strategic issues when I get 150 emails a day?" He couldn't. **We can.***

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"Wow, I've owned this company for 15 years and it's like you know us better than I do..."

CEO, Internet Company



Some of the projects we've recently completed include:

- Consolidating and *aligning* offline (print) and online marketing materials.
- Design and development of corporate websites
- Building an extranet for a manufacturer's distributor network
- Performing accounts receivable analysis by industry segment
- Research: *Best practices*
  - Channel policies for manufacturer
  - Pricing policies
  - Competitive analysis for Internet company

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RESULTS THAT MATTER

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CHARLOTTE | TORONTO