

**FACT SHEET: MARKETING PLANNING, COMMUNICATIONS, AND CONSULTATION**

In today's economy, it pays to make every marketing communication count. But do yours?

From time to time, you've probably felt the need for help in planning, creating, and implementing effective advertising and public relations programs. For example, maybe you need advice and assistance in:

- Converting more leads to sales
- Generating more inquiries from advertising
- Increasing the effectiveness of your internet marketing
- Determining which industries or narrow target markets to pursue
- Producing effective brochures, catalogs, case histories, web content, and other marketing literature
- Writing and placing press releases, feature stories, and other publicity materials
- Designing, writing, and producing a company newsletter
- Or any of dozens of other marketing problems

Maybe you've felt that the usual sources of assistance—freelancers, advertising agencies, and PR firms—were not focused on solving your particular problems, lacked the specific knowledge you require, didn't understand your product or service, charged unreasonable prices, or were not interested in your project because they wanted all of your business.

Or maybe you just want some occasional guidance and assistance, and prefer to handle most of your marketing communications in-house.

*Now there's a service designed especially to help you—  
**Marketing Planning, Communications, and Consultation**  
From Frank Marafiotte, Emerge Communications*

Here are some questions prospective clients typically ask me—and the answers:

**What is the Marketing Planning, Communications, and Consultation Service?** This is a service which assists small and medium-size firms in planning, creating, and implementing effective advertising, marketing, direct marketing, publicity, internet, and promotional programs. I act as your ongoing adviser, answering your questions, making recommendations, and providing whatever help you need to market and promote your product or service successfully. All services are provided directly by me.

**How does it work?** My service is flexible and available to you on whatever basis meets your needs. You can hire me by the project, by the day, by the hour, or on a flexible retainer basis. While I am happy to use our time in any way you like, I will always advise you on how I think you can get the best results for your money. My services can be tailored to the complexity of your program and the size of your budget.



Public Relations / Strategic Planning / Marketing Communications

**What is discussed between us?** The topics range from the general to the specific. You can ask me basic information about marketing and public relations or any other topic you want to know more about; or we can deal with the nuts-and-bolts specifics or any project you have in mind.

**How is the service rendered?** Most of my clients prefer to work by email and phone. However, I am available to meet with you at your office, and a number of my clients use a combination of face-to-face meetings and telephone conferences.

**What aspects of marketing communications are you expert in?** Most of my business is marketing planning and marketing communications development. The rest involves creating a wide assortment of marketing materials and programs including ads, brochures, internet and email copy, feature articles, presentations, press releases, newsletters, case histories, annual reports, product guides, manuals, and speeches—in short, whatever you need to help you sell more of your products and services.

**What are some of the specific services you provide for clients?** Clients have hired me to create marketing and advertising plans; review and discuss ongoing marketing activities; make recommendations on how to more effectively market existing products and services; review and critique ads, direct marketing, and other marketing documents; plan and write advertising and PR campaigns; and simply be available to provide input, answer questions, or bounce around ideas.

**Do you actually implement recommendations?** I am a marketing consultant and writer, not an ad agency or design studio. I create marketing strategies and programs and write copy, but I do not design, print, or produce marketing pieces. If you need art or production services, I will refer you to qualified vendors that I know with whom you can work directly. This gives you greater control, faster delivery, and eliminates costly mark-ups on their services.

**What is the cost of your marketing services?** Clients can choose to be billed on an hourly, daily, retainer, or project basis. The base fee is \$200 per hour.

**What's the typical fee for new clients?** I offer an introductory consultation for \$600, which includes a review of your marketing materials and questions, a 1-2 hour consultation (by phone, email, or in person), and a follow-up report outlining my recommendations. You get approximately 4 hours of consultation worth \$800 for \$600, so this is my best value.

**Is all time billable?** No. To see whether my service is right for you, I offer a free initial consultation by phone for 20 minutes. Thereafter, however, time is billable at \$200 per hour.

**What's the next step?** Please call me at (603) 397-0231 and tell me how I can be of service. You may even want to schedule your free 20-minute initial consultation to discuss how I can solve your most pressing marketing problems.

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