



Smart Marketing—Your key to success.

Marketing your business doesn't have to be a struggle. In fact, we make it our first priority to help you manage your marketing successfully; working smarter, not harder. From strategic planning to tactical execution, from one-off projects to functioning as an organization's marketing department, Infinity Consulting can help your organization reach its goals.

Interested? Let's talk.

In addition to one-on-one consultation services, Infinity Consulting provides the advantages of a small expert firm with the scalability to tap a diverse network of trusted experts. We can provide access to collaborative teams of graphic designers, web designers, SEO and SEM specialists, printers and production experts, all seamlessly integrated to produce high quality results for your project.

Strategic Marketing & Communications Services

Marketing & Strategic Development

Strategic Planning

Marketing Education
Goal Formulation & Implementation
Marketing & Promotional Plans—*development & implementation, analysis of existing marketing plans*

Branding

Brand Identity Development
Positioning, Development of USP/Uniqueness
Development of Mission & Vision Statements
Visual—Logo Development & Coordination
Verbal—Tag Lines & Brand Messaging

Target Marketing

Segmentation & Analysis

Marketing Research

Focus groups & Surveys
Quantitative & Qualitative Analysis
Competitive Analysis
Industry & Trend Analysis

Communications

Advertising

Media Planning, Buying & Negotiations

Direct Mail

Campaign development
Execution of campaigns
Results analysis

Direct Selling

Sales strategy analysis
Development of sales materials
Sales force training

Corporate Communication—*development & implementation*

Product & Service Promotional Literature
Employee Communications
Newsletters
Development of Collateral Materials
(*Brochures, Flyers, Newsletters*)

Interactive/Web

Web site architecture development
Web site design coordination
Email Marketing: e-Communications/e-Newsletters

Public & Media Relations

Press Release Writing & Distribution
Press Kit Analysis & Writing
Identification of Media Targets
Special Event Planning, Community Outreach

Database Marketing

Database analysis
Customer segmentation

Print Media

Development of marketing materials & collateral

Other

Copywriting & Design Coordination

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