



The Services You Need to **GROW YOUR BUSINESS**

Our all-encompassing service offering enables our clients to work with one effective partner for all their sales, marketing and business development needs. We work within your budget and develop an individualized plan based on your business' specific needs. Our goal is to become a true partner and successfully help you grow your business!



SALES FUNCTIONS

- Sales consulting
- Customer management & growth development
- Pricing structure / customer sales
- Program development
- Sales force development & management
- Sales compensation systems
- Alternate channel sales development

SEO / SEM / DFO

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM) or Pay Per Click (PPC)
- Landing Page Optimization (LPO)
- Data Feed Optimization (DFO)
- Online Competitive Intelligence
- Web Analytics & Conversion Tracking Audits

STRATEGIC PLANNING

- Strategic plans development
- How to successfully approach customers
- Innovate and differentiate for success
- Critique existing strategic plans

MARKETING SERVICES

- Market research (qualitative & quantitative)
- Marketing strategy & plan development
- Brand strategy / branding
- Market & competitive positioning
- Marketing collateral development
- Media & ad planning (on-line & off-line)
- Promotions & loyalty programs
- Social media planning & execution
- Sponsorship & endorsement marketing
- Trade show marketing
- Public relations strategy & campaigns
- Media relationships, editorial campaigns
- Marketing results analysis

BUSINESS DEVELOPMENT

- Business development strategy & process
- Strategic partnerships & alliances, negotiations & management

PRODUCT DEVELOPMENT

- Strategic product positioning ideas
- Product and packaging recommendations
- Identify growth areas for product categories
- Business model development for products

It's Easy to Get Started!

- 1 Review our list of services and let us know your needs and how they tie into your business objectives.
- 2 We'll develop a plan to provide the ideal mix of services, spread out over a time period to fit your budget.
- 3 ESM becomes a part of your team, & supports you in growing your business.

CONTACT US TODAY!

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