

MARKETING OVERVIEW & STRATEGIES

- Description and Analysis of Competition including an overview of your direct competition and research strengths and weaknesses of the competition.
- Launch Plan of Action
 - Work with you to create Promotional Budgets for launch events.
 - Suggest/Host Promotional Events to promote product awareness and begin to build brand equity.
 - Create timeline for implementation of promotional events, while working within your specified budget.
- Product Positioning
 - Targeting your specific demographic
 - Insure proper placement based on the target demographic

LAUNCH AND PRIVATE EVENTS

- Organize and Manage events and parties from start to finish including: design, invitation process, catering, entertainment and execution
- Work with our database and client database to select key invitees
- Contact media and ensure media presence at event
- Design and produce invitation through our resources

SALES

This area could have the most significant impact on your bottom line.

- Our expertise will result in generating, preserving and maximizing revenue while reducing costs.
- Our simple solutions with low implementation costs directly influence these goals.
- We provide the systematic structuring and packaging of such management systems supported by your internal technology, our mutual information systems, and knowledge and experience with competitive marketing and sales channels to provide our clients the edge needed in today's economy.

GROUP SALES

- Implement proven methods in the pursuit of group sales
- Work directly with my graphic designer to develop marketing/promotional pieces designed to attract group business
- Generate a mailing to local meeting planners and previous group contacts under the PennHouse Productions name
- Develop client contacts and internal event sheets for your use

RESOURCE SELECTION

- Suggest advertisement placement
- Advise on web designers and needs of your web site
- Work with a designer on creating brand-imaging
- Oversee the creation of your image pieces

PUBLICITY & IMAGE

- Write and disseminate all approved material to various media resources for the express purpose of creating awareness
- The focus of the press kit will be multi-fold and include several components relating your business.
- PHP will develop awareness among local media and general public
- Pitch stories to keep your company in the local news