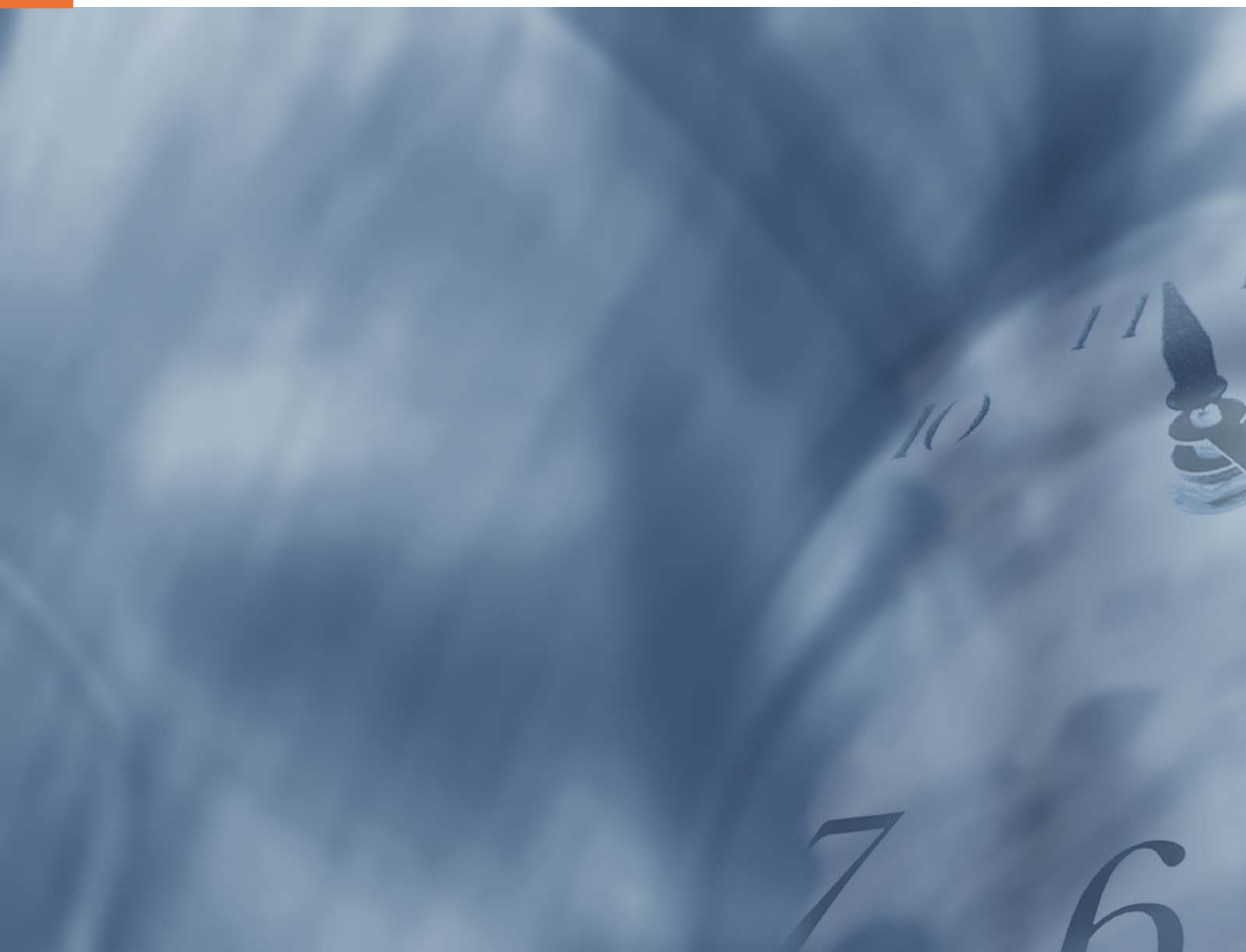


“According to a CEO survey, CEO’s around the world are now more focused on growing revenue than slashing costs and they want to be more flexible to keep up with changing customer needs and market trends. In spite of growth emerging as a top corporate goal, sustained revenue remains a persistent challenge for most companies.”

## Helping Your Business Grow Profitably



# Trusted & Proven



US businesses will spend billions of dollars to market their products and most of that money will be wasted. Even worse news is that much of this money comes from small businesses that cannot afford to misspend a single dollar. We believe that any marketing investment that does not directly create sales or qualified leads is wasted dollars. There's no room for a single misstep. Our business addresses these key issues.

Matrix Marketing Group is a full-service marketing and public relations firm that helps small to medium size companies achieve success with proven strategic solutions for marketing, branding, and profitable growth.

## Why Are We Different?

Until now, no marketing agencies have addressed the key issues of the small to mid-sized firms, like lead generation, direct marketing, public relations, Web design, advertising, sales and channel distribution. The options were to go call and manage multiple agencies (e.g., Marketing, Ad, Web, and PR firms) to get guidance and support. What happened was a lack of integration and issues in communication and coordination very similar to the computer industry with multiple vendors running a network, hardware and software. There was no accountability. Our proven experience, strategic expertise and creative talent enable us to produce holistic insights and a coordinated approach to deliver results. We have the depth and breadth unlike traditional ad, marketing, PR, Web and design agencies. You can get a strategic and affordable perspective all from one partner. Matrix Marketing Group offers integrated marketing solutions—traditional agencies are not set up to handle these situations.

## What Do We Do?

*Our mission is to help clients achieve profitable growth.*

Matrix Marketing Group focuses on creating value for our clients by helping them grow their sales, improve their marketing and deliver proven strategies that increase their return on their marketing investment.

The result is more profitable sales in less time and higher payback on your marketing investments.

- Having a senior-level partner under one roof allows us to provide a holistic service, helping clients launch multidisciplinary campaigns with one "highly qualified professional" being completely accountable for development through the implementation.
- Each professional on our core team, has more than 18+ years of proven industry experience including senior management experience.
- Unlike traditional agencies, our senior professionals aren't just supervising your account, we are actually doing the work from beginning to end.
- We've solved real-world business problems with practical, short-term marketing actions to drive results quickly.

Instead of making incremental improvements to the marketing and sales silos, our holistic approach allows us to coordinate all marketing activities to facilitate your customers' buying process and sell more. Our proven method enables shorter sales cycles, larger deals size, higher close rates, more focused resources, and increased profitable revenue growth by achieving all these improvements simultaneously.



# Results

## Matrix Marketing Group helps businesses:

- Sell more products and/or services
- Increase demand generations & customer acquisition
- Integrated sales and marketing
- Improve marketing return on investment

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### In Our Client's Words

“We have been very impressed with the professionals at Matrix Marketing Group. They have proven expertise and commitment that is unique relative to other agencies we've hired over the years.”

“Matrix Marketing Group provides us with the **“One-Stop-Shop”** for our marketing needs, from developing our integrated marketing plan to the tactical execution of our positioning, branding, advertising, and other direct marketing programs.”

“Matrix Marketing Group is top-notch. They contributed greatly to positioning a complex set of product lines and new technologies to a completely new set of customers. They architected the right strategic communications vehicles to reach our new audiences effectively, and sourced and managed excellent creative resources.”

“What I like most about working with Matrix Marketing Group is that I have access to the top executives and they actually help do the work. Their experience and guidance have been invaluable as I face the challenges of ever changing company.”

## Integrated Marketing Services

Matrix Marketing Group is able to develop marketing strategies and coordinate the implementation across all marketing tactics. Our fully integrated structure, experience, and proven expertise allow value driven price points and faster turnaround. This approach allows us to offer comprehensive set services that traditional marketing agencies and freelancers simply cannot.

### Expand Your Team

Matrix Marketing Group's team will execute strategic marketing plans, brand strategies, websites, collateral, public relations campaigns, and direct marketing programs independently or in conjunction with your team.

### Get Your Story In Front of Key Audiences

We help our clients effectively communicate and reach their key audience; be it customers, prospects, analysts, investors, employees or the media.

### Standout from the Crowd

Matrix Marketing Group provides creative design services that effectively communicates your message to key audiences. We offer well-designed collateral, logo or other graphic design services at affordable prices, something that can be difficult to find.

### Not Sure Where to Start?

Experienced sales, marketing and public relations professionals offer strategic counsel, market research reports, competitive analysis, marketing plans, program assessments, channel development plans and team mentorship. Our consulting services are offered as packages or can be customized to meet your needs.

## Commitment to Our Clients

**Our mission is to help clients achieve profitable growth.**

When you work with Matrix Marketing Group, you work with a focused, committed and knowledgeable team. We are straightforward and upfront with prospective clients and will only take on companies we know we can help. We are unique by providing a greater range of services than a freelancer, yet we offer all the services of traditional agencies at an attractive price.

Matrix Marketing Group will help you identify and maximize opportunities, increase productivity and competitiveness, create new markets and stay ahead of changing business trends.

## Services

- Demand Generation Programs
- Public Relations
- Pay-for-Performance PR Programs
- Corporate Identity
- Product Launches
- Marketing Consulting
- Direct Marketing
- Website Design
- Marketing Collateral and Materials
- Strategic Advisory Services
- Market Research
- Interim Marketing Executives and Staff
- Marketing Audits

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