Required Marketing.com

WHERE YOUR BUSINESS COMES TO LIFE!

# Marketing built around your business goals



A connected plan for your brand,
your campaigns and your customer follow-up.

## WHERE YOUR BUSINESS COMES TO LIFE!

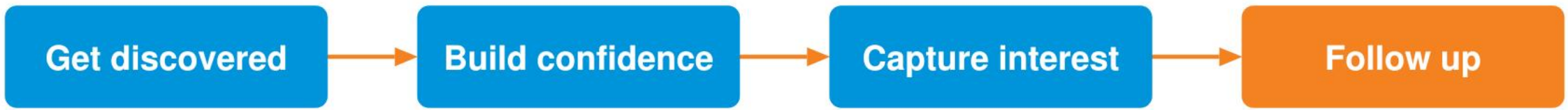
REQUIRED MARKETING GROUP

# One agency relationship.
# A coordinated marketing plan.

| | |
|---|---|
| **Founded in 2013** | Seion Pyle, Founder & CEO |
| **New York & Houston** | New York headquarters and Houston office |
| **Flexible support** | Focused projects or ongoing marketing services |

THE CUSTOMER JOURNEY

# How the services work together




| Get discovered | Build confidence | Capture interest | Follow up |
|---|---|---|---|
| SEO, ads and media | Branding and content | Websites and forms | CRM and automation |

**The campaign connects each stage to the business goal.**

A RECOGNIZABLE BUSINESS IDENTITY

# Branding & graphic design



## Identity

Logo design
Brand identity and guidelines
Business stationery

## Sales materials

Campaign graphic design
Consistent visual messaging
Marketing collateral

**Define the brand** → **Create the identity** → **Apply consistently** → **Support sales**

A CLEARER PATH TO AN INQUIRY

# Websites & conversion

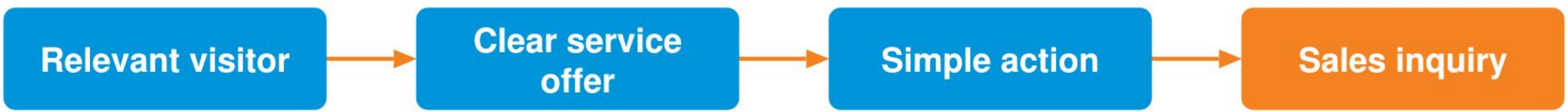


## Web experiences

Website design
Landing pages
E-commerce

## Conversion support

Clear calls to action
Inquiry forms
Conversion rate optimization



HELP PROSPECTS FIND YOUR SERVICES

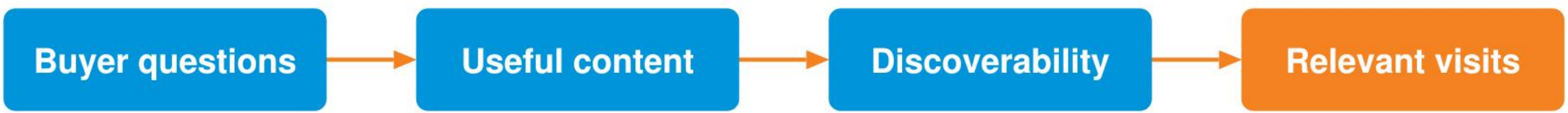
# SEO & answer engine optimization

## SEO services

Local and multi-location SEO
Technical SEO
Search-focused content

## AEO services

Content and site structure
Clear answers to buyer questions
Business information consistency



CAMPAIGNS WITH A DEFINED AUDIENCE AND GOAL

# Paid advertising

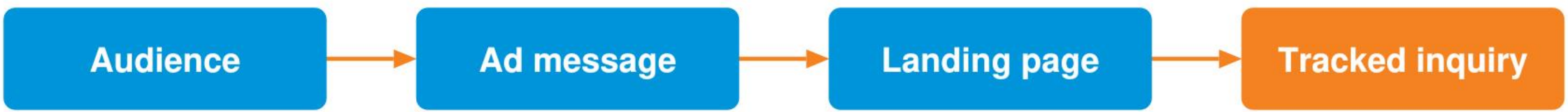


## Search & social

PPC search campaigns
Social ads
Audience and keyword planning

## Display & video

Display and native ads
Online video
Connected TV and streaming TV



THE RIGHT CHANNELS FOR THE CAMPAIGN

# Media planning & buying

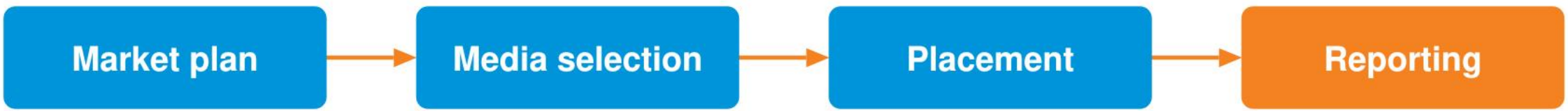


## Digital placements

Social, display and native
Online video and streaming TV
In-game advertising

## Traditional & outdoor

Television and radio
Print publications
Billboards and outdoor media



CREATIVE THAT SUPPORTS YOUR OFFER

# Social media, video & audio

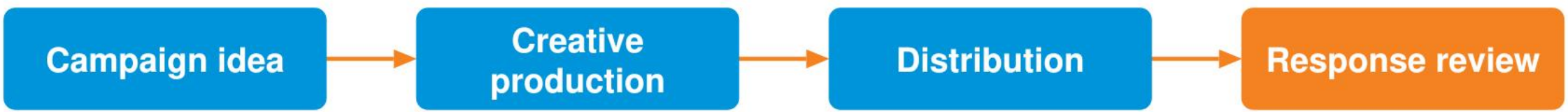


## Social media

Social management
Content creation
Influencer support

## Production

Video production and editing
Short-form video
Voiceover and audio ads



PHYSICAL MATERIALS CONNECTED TO YOUR CAMPAIGN

# Print & direct mail

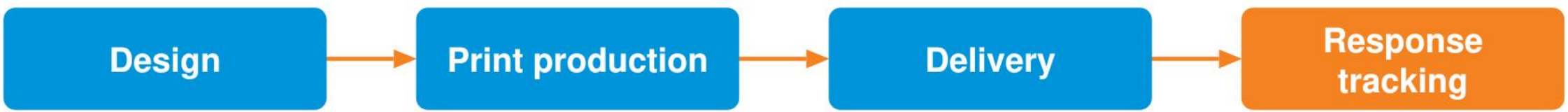


## Business materials

Stationery, forms and folders
Brochures and booklets
Labels and packaging

## Campaign materials

Signs, banners and displays
Promotional products
Direct mail



CONSULTATION AND INTEGRATION

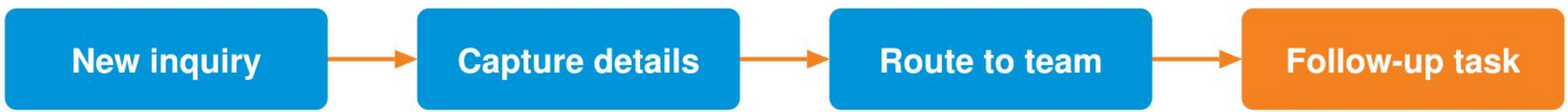
# AI & automation in the inquiry process

**Voice & chat assistants**

**Workflow automation**

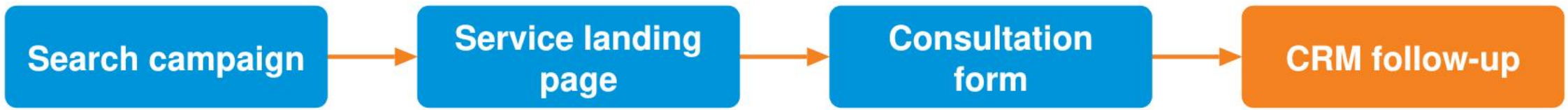
**CRM integration**

**Training & support**



ILLUSTRATIVE CAMPAIGN

# A connected campaign for a B2B firm




**Goal** More relevant consultation inquiries

**Measures** Qualified inquiries, booked meetings and acquisition cost

Example approach only. This is not a past client result.

ILLUSTRATIVE PLANNING CHART

# A campaign budget follows the goal

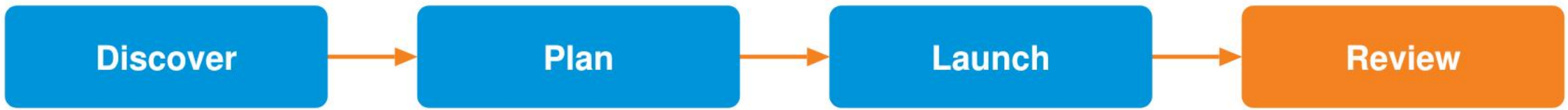


| | |
|---|---|
| 40% | Paid media |
| 25% | Creative production |
| 20% | Landing page |
| 15% | Measurement |

Sample allocation only. Your proposal defines the actual mix and costs.

WORKING TOGETHER

# A clear process from discovery to review




## Goals and audience

Current marketing, priorities and budget.

## Scope and approvals

Deliverables, responsibilities and timeline.

## Campaign setup

Creative, channel configuration and tracking.

## Reporting and changes

Performance review and agreed improvements.

ENGAGEMENT OPTIONS

# A focused project or ongoing support



## Project services

A defined business need with agreed deliverables and a project timeline.



## Ongoing marketing

A recurring scope with planned activity, reporting and review.

**Media buying, production and print receive custom quotes.**

LET'S TALK

# Your next business goal starts the conversation

What would you like your marketing to help your business achieve?



## Request a consultation

**www.requiredmarketing.com**

mail@requiredmarketing.com