Services & Solutions Guide

Find the marketing support that fits
your next business priority.



WHERE YOUR BUSINESS COMES TO LIFE!

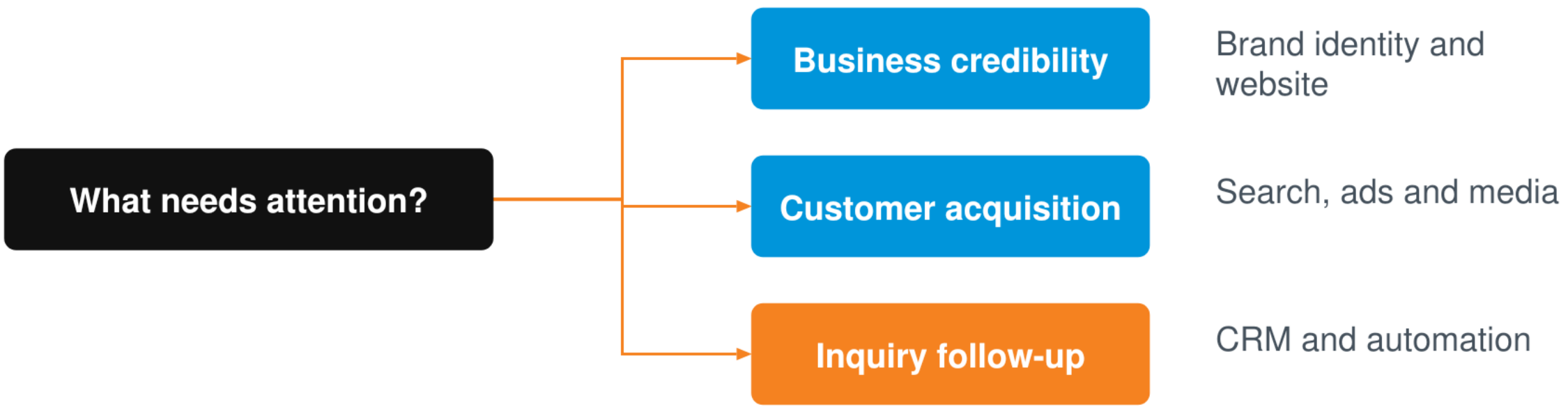
CHOOSE BY BUSINESS NEED

Your goal helps identify the service

Your business priority	Services to consider	A useful starting point
A stronger identity	Branding and graphic design	Brand and messaging review
More relevant inquiries	SEO, ads and landing pages	Offer and audience review
A coordinated campaign	Media, content and print	Campaign scope and market
Faster follow-up	AI, automation and CRM	Inquiry process review

A SIMPLE STARTING POINT

Where does your marketing need help?



BRAND IDENTITY AND SALES MATERIALS

A brand customers can recognize



Core identity

Logo design
Brand identity and guidelines
Business stationery

Brand applications

Sales and campaign graphics
Marketing collateral
Consistent customer messaging

Clarify your offer → **Design the identity** → **Apply the brand** → **Support sales**

WEBSITE AND CONVERSION SERVICES

A website with a clear next step

Website services

Website design
Landing pages and e-commerce
Conversion rate optimization

A buyer-friendly experience

Explain the service clearly
Answer common questions
Make inquiries easy

Understand offer → Review the fit → Take action → Send inquiry

VISIBILITY AND ACQUISITION

Ways to reach prospective customers

SEO & AEO	Local, multi-location and technical SEO, plus content for search and AI answers.
Paid advertising	PPC search, social ads, display, native and online video.
Media planning & buying	Streaming TV, TV, radio, print, outdoor and other selected placements.

CONTENT AND PRODUCTION

Creative for the channels you choose

Video & audio	Video production, editing, short-form video, voiceover and audio ads.
Social media	Social management, content creation and influencer support.
Print & direct mail	Stationery, booklets, folders, labels, packaging, signage, displays and mail.

AI CONSULTATION AND INTEGRATION

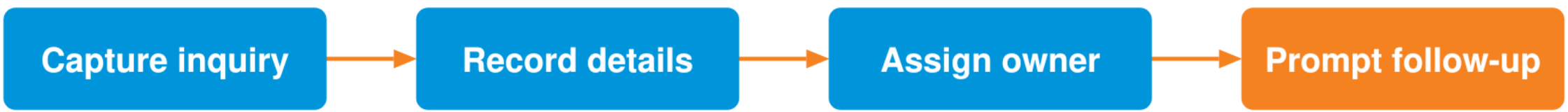
A clearer inquiry and follow-up process

Systems and workflows

AI strategy and system setup
Voice and chat assistants
CRM and business app integration

Implementation support

Workflow automation
Team training
Ongoing support



A CLEAR ENGAGEMENT

What happens before work begins

Your priority	We discuss the business goal, audience, current activity and budget.
Your proposal	We define services, deliverables, approvals and responsibilities.
Your review plan	We agree on the measures and reporting relevant to your scope.

YOUR NEXT STEP

The right starting point is your goal

Tell us what you want to improve.
We can discuss a focused project or ongoing support.

Media, production and print receive custom quotes.

Request a consultation

www.requiredmarketing.com

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