

ONE SOURCE, YOUR TOTAL SOLUTION

ABSOLUTE

MARKETING ^A_N^D DESIGN • PROMOTIONS

Sales & Marketing

Marketing Plans
Market Research
Product Development
Sales Training
Event Management
Segmentation Analysis
Demographic Modeling

Marketing Support

Collateral
Direct Mail
Catalogs & Brochures
Print, Radio & TV Ads
Give-a-Ways
Project Management

Brand

Logos
Surveys
Identity Packages

eCommerce Solutions

Web Development
Company Stores
Multimedia
Search Engine Optimization
Online Advertising

Promotional Products

Branded Products
Incentive Programs
Event Planning
Safety Programs
Logo'd Merchandise

Printing Services

Commercial Print
Digital Print
Variable Data Print
Banners & Signs
Packaging

Where Marketing and Design Unite...

When Only The Best Will Do...

Absolute is an idea factory with the chops to show you how to sell your products and image better, share your message with more people, and satisfy your marketing needs faster.

We are a Sales & Marketing Firm - we are not your typical agency. We are an integrated think-tank with the experience and knowledge necessary to give you a cohesive sales and marketing plan, coupled with top level design and support services that will build your brand and market-share.

We have been in your position before - dealing with corporate objectives, budgets, deadlines, growing sales, cutting expenses and showing return on investments - with small start-ups to large corporations. And we did it well. Now, we enjoy sharing our experiences, strategies and tactics with other companies and helping them achieve their goals.

We work with a variety of businesses, in a variety of industries. We see things from a different perspective - we know what works, we know how to implement, and we know how to achieve results.

This is how we do it...

Sales & Marketing

This is our heart and soul. We will work with you to assess your current practices and provide you with a road map showing how to strengthen your existing sales & marketing initiatives. We will help you grow sales, open new markets, or launch new products.

Let us show you how to test and benchmark your current sales & marketing initiatives to understand if your efforts are as effective and efficient as possible...without disrupting business as usual. We can develop, implement and execute sales & marketing tests in tandem with your current efforts. These tests will benchmark your current sales and marketing response rates and close rates, providing you with information necessary to make critical business decisions.

Brand - Promotional Products (a.k.a. logoed merchandise)

Looking for a product to increase brand recognition, employee recognition, or to strengthen relationships with your customers?

We offer one of the largest selections of promotional products in the industry, at some of the most competitive prices - and our creative team will help you come up with ideas that will truly WOW you! What makes us different, is that we offer to support every promotional product with a well thought through marketing campaign, that will provide a return on each investment.

Where Marketing and Design Unite

Analysis – Segmentation, Modeling & Market Research

Market analysis enables a business to develop insight into the specific attributes of their target market, allowing them to implement strategic sales and marketing initiatives. By modeling transactional information we provide insight into customer profiles that have a higher propensity to generate incremental revenue for you. These metrics are then used to target prospects with similar profiles, and to identify existing high-value customers.

Advertising – Print, Radio & Television

Absolute crafts a unique snapshot of your product for your audience. Do you want an ad to leave an impression? Do you want to nudge someone to pick up the phone? What about an ad that screams your name in a way that's impossible to forget? We can help you sharpen your objective so your ads communicate your image and message exactly. Consider setting the tone and pace of your entire campaign with Absolute. Comprehensive services include images, design, media buying, placement and copywriting, naturally.

This is how we do it...

Marketing – Collateral, Direct Mail & Catalog

Absolute design targets each piece of your collateral materials. Ensuring that you have a consistent look and feel that not only captivates the reader but also engages them into wanting to learn more about what you have to offer.

If you've tried Direct Mail before and think it's just a shot in the dark, consider revisiting this lucrative option with Absolute. It's all about the list. That's why we created highly successful techniques to carve out a target so big you can't help but hit with your mailing. We have lots of tricks up our sleeve to get folks to open up the envelope with your crisp, fresh message tucked inside.

Web, Multi-Media, eCommerce & Search Engine Marketing

Using multimedia in your marketing and communication events positions you as a cutting edge innovator. Whether you are looking to create an interactive website, dynamic advertising or produce a company video, we can help you make a statement.

Internet Marketing campaigns (Pay-Per-Click & targeted ads) can be used effectively to boost your brand and grow sales if carefully planned and executed. With the abundance of online advertising, you need to focus your efforts and deliver a message that is meaningful and creates a reaction.

Search Engine Optimization. In order to compete with the millions of other website's available, we will provide a careful analysis and study of your market and target audience and help you achieve top search engine placement.

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