Charter
marketing

Marketing Consulting Services
& Solutions for Entrepreneurs

Create Your Own Blue Ocean Strategy

12 Ways to Appear to be Social
11 More Direct Mail Successes
10 Surefire Marketing Tactics
9 Social Media Strategies
8 Habits of Other People
7 Lead Generation Tips
6 Ways to Sell Better
5 Shortcuts to Profits
4 Marketing Silver Bullets
3 Steps to Increase Conversions
2 Easy Ways to Get More Customers
The Latest One-Step Process
to Get More Sales

Don't Market By the Numbers
Chart Your Own Course

Tell me and I forget;
show me and I remember;
involve me and I understand.

Charter Marketing ...

provides custom solutions and guidance to build your business and your brand. This is the core of who we are and what we do. We don't shoehorn you into templated solutions. We don't take shortcuts.

All our work is based on you, to meet your needs and your objectives.

We help Chart Your Course for Success!

Charter Marketing for Small Businesses

You are a small business and have been wearing all the hats yourself,

trying to grow your business while managing it. There are so many marketing approaches you want to try, have tried, and know you need to try, but you're not sure where to start.

You Need ...

- Sales, More customers, Better customers
- Marketing Services, email, social, print, ideas
- Reporting -- to know if it's all working
- To know you're spending money in the right place
- Guidance to stay focused on your business, but not lose sight of trends.

Audit and Strategy

- Review and audit the current platforms and initiatives
- Develop recommendations for enhancements & additions to social and digital channels.
- Review email marketing programs and responses to determine audience interest, engagement, tactics.
- Identify and recommend digital traditional channels and approaches.
- Develop a high level marketing strategy that can be managed internally or with external resources.
- Audience research
- Content Theme Calendar

Charter Marketing for Entrepreneurs

We are marketers, agency trained with client side experience,

each with over 20 years experience, dedicated to helping small companies achieve their goals. We provide marketing direction, resources, and guidance .

We offer ...

- Strategic Consulting services -- keep your organization growing, by finding new audiences, markets & approaches.
- Marketing Tune-Up programs
- Marketing plans and initiative planning
- Content strategy and development
- Social media planning and management
- Email and digital communication programs.

Monthly or Quarterly Maintenance Programs

Tactical support and implementation packages can include:

- Social Media set up, management
- Email Template design and creation
- Email Marketing Automation Setup
- Content Development
- Website Updating
- Customer Research
- Lead Nurturing programs
- Metrics Tracking, Reporting

Special project plans are also available including creative support, brand & creative guides, media planning, print management and creation, brand identity, and more.

Charter Marketing for Success

Lets talk ...

contact us today at:
lj@charter-marketing
610.462.1409
www.Charter-Marketing.com

We start with listening.

we listen to:

- what you need.
- what you want.
- who you are.
- who your customers are.
- what your audience wants.
- where you want to go.

Marketing "Tune Up" Programs

Once we've gone through the initial audit and strategy development program, you will have a plan to move forward. But we're still here when you need support.

We can come in and check up on how the program is going.

We review the strategy and plan, the implementation of it, and the outcomes.

We also review additional initiatives and business goals and objectives. After reviewing this, we work with your team to refine or update your plan and make recommendations for the next round of engagements.

Pricing is available based on frequency

Monthly | Quarterly | Semi-Annually

Charter Marketing

Charter-Marketing.com