

For the smaller company
that wants to grow

CREACY MARKETING SERVICES

- ◆ Sales Development
- ◆ Research & Planning
- ◆ Communications

Creates results

"They helped my existing line get new sales in a declining market and to launch two new products in new markets. They gave me a broader view of my own company."

*Roger Levin, New York Binding Co., Inc.
Apparel & Sewn Products*

"I am thrilled. My sales have increased over 50% due to these two catalogues."

*Salvo Stoch, Sleeping Partners
Home Furnishings*

"Creacy's business planning and marketing skills helped us reach \$3 million in sales in our first 18 months of operations."

*Burt Rubin, Halley Optical Corp.
Optical Instruments*

Multidimensional Marketing

Marketing is a complex process that should be viewed within the context of your business as a whole. Simply put, you make it, sell it, and finance it; but not always in that order. Knowing what product your customer wants is a marketing issue that should be addressed before you start production. Cash flow planning will ensure that you have money for manufacturing when sales take off.

"First they developed our preliminary business plan that pulled together our initial sales, production, and other estimates to give us a complete picture of the new line and how much money we needed. Then they compiled industry data and even set up a meeting with a major national distributor so we could put some realisms into the plan. They gave our product a name and created a brochure so we could start selling."

Andrew Choo, HAC United Trading Co., Inc.



For us, marketing and sales are not two separate issues. Marketing is a process that integrates communications, sales, and research & planning with the rest of your business. Marketing is not an expense. It's an investment.

Single Minded Objective

Even for a single brochure, we first set the objective based on your market knowledge, customers, sales plan, and overall company goals. If you don't have a sales plan or an overall strategy, our work with you helps crystallize one.

If it's a customer or industry research study, we ask you what you'll do with the response to each question, and we suggest throwing out the nice-to-knows.

Whether you engage us for a full-blown marketing plan or a project to find new sales reps, you'll benefit from our multidimensional approach to a single objective: sales.

Creacy Marketing Services

I started my service to provide to smaller companies the marketing expertise that successful major corporations use. With an MBA from the University of Chicago, I gained Procter & Gamble, Warner-Lambert, J. Walter Thompson, and Lever Brothers marketing experience. I then applied my Fortune 500 skills to RBA, a \$2 million consumer products manufacturer, and grew it to \$10 million as VP Marketing. When RBA was sold to a multinational, I started my firm to provide affordable marketing services to other small companies.



Our first project was a marketing plan for Rotadent, the world's first rotary electric toothbrush, still on the market over twenty years later. Since then we've worked with hundreds of companies from startups on up.

Our clients include consumer products companies, industrial manufacturers, service businesses, and nonprofit organizations. Our work for some of them is described in this brochure. We hope your company will become one of our success stories.

How we work with you

The first house call is free, and we ask a lot of questions. We won't try to sell you a sales project if your problem is on the production line.

Our work is a service, rather than just a product or solution. We don't tell you what to do; we show you. Then, we work with you to get it done.

We can work with you on a project, hourly, or retainer basis. We like to involve your people in our work, as this saves you money and builds your internal marketing expertise. We know how to stretch your marketing dollar.

Give us a call, and let's talk.

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Sales Development

The objective is sales. Profitable sales. We help you get more sales from your existing customers and to develop new markets.

We start with your customers. We analyze and classify them in ways you probably haven't done, especially if the data resides in an accounting program instead of on a marketing database. We profile your Most Valuable Customers and help you find more just like them.

We give you the tools to find new customers in new markets, and with that a new way of looking at your business. We help you set up systems to sell to them directly, or to find and work with independent sales reps.

We can prepare a formal sales plan, or help with tactical execution such as the many details of a trade show.



"They prepared us for our first trade show and have been working with us for four years. Our sales were 250% above goal, thanks to their professionalism and thoroughness."

*Mario Fichera
Visual Display, Inc.
Store Fixtures*

We have helped business-to-business and consumer companies in these industries and distribution channels:

Apparel & Sewn Products	Hearth Products
Art Objects	Home Furnishings
Arts & Entertainment	Hospitality
Bridal Shops	Jewelry
Cosmetics	Medical Equipment
Craft & Hobby	Optical & Measuring Instr.
Department Stores	Personal Appliances
Education	Premium/Incentive
Electronics & Photo	Safety & Maintenance
Food, Drug & Mass Merch.	Sporting Goods
Gift, Stationery & Card	Store Fixtures
Health & Beauty Aids	Tobacco & Candy
Health Care	Toys

Research & Planning

What do you need to do to sell directly to the end user? Why do people buy your product, or if they don't, what will make them buy it? Research can increase your sales and profits by ensuring a customer-based plan.

A packaging company's plan was to feature a certain product. We researched their competitors and found that their price was among the industry's highest, but their prices for other products were lower. We rewrote their marketing plan, and they became more profitable.

A performing arts company asked us to write a strategic plan. We fielded a survey to learn what the audience wanted. Based on the findings, the company planned its repertory, raised its prices, and increased ticket sales.

A manufacturer planned to enter the jewelry business on the Internet. They shelved the plan when our market study found that competition was stiffer than they thought. A small research investment up front saved them potential losses in the future.

We phoned the sales reps and customers of a Bridal Accessories maker to get a true picture of their market as input to a marketing plan. The company was able to make some product improvements based on the research even before we completed the plan.

Action Planning

We don't write sales, marketing, and business plans that decorate your shelf. We develop with you a concise plan with a specific objective, strategy, budget, and timetable. We may craft the words, but the plan is your action tool.

We wrote a business plan that raised \$4 million for an MRI venture and another that raised a few thousand for a dance company. Our marketing and sales plans have guided many companies' products, sales, and profits.

We offer a full range of research and planning services:

Customer Satisfaction Surveys	Marketing Plans
Market and Competitor Studies	Business Plans
Telephone Surveys	Strategic Plans
Mailed Surveys	Sales Plans
Online Research	Media Plans
Consumer Research	New Product Plans

Communications

Your literature, advertising and packaging tell your customers a lot about your quality. We create quality communications materials that sell:



"Everybody raves about the PerformaTherm web pages, and the brochure really brings home the message. It's the key to sales."

*Mary Miller,
Miller and Weber.
Measuring Instruments*

"I'm interested. Please send me your brochure," is the response you want when you call a prospect. Don't lose the sale with quick-copy stationery or photocopied flyers. And, prospective sales reps want to see your literature first, before you send samples.

We create advertising that sells because it's customer oriented. We plan efficient media schedules and write publicity materials that editors want to print.

Our Web Sites are easy to navigate and have content that's appropriate for your customers and products.

The packaging we design sells for you on the store shelf. We write clear instruction manuals and create warranty cards that serve as efficient research tools.

We create effective communications in all media:

Logo & Stationery
Product Branding
Brochures & Catalogues
Trade Print Advertising
Trade Show Materials
Consumer Advertising
Packaging & Manuals
Promotion
Publicity
Web Sites

