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## TURNING BUSINESS ASPIRATIONS INTOMARKETING REALITY

### OURTOOLS INCLUDE:

- Press releases
- White papers
- Sell sheets
- Spec sheets
- Marketing brochures
- Advertising copy and design
- e-Mail newsletters
- HTML e-mailers
- Mini sites
- Web site (re)development
- Web site advertising displays
- Digital product presentations
- Surveys, tabulations and analyses
- Media analysis and placement
- Formation and leadership of advisory councils
- Development and presentation of consultant education materials
- Strategic marketing planning