

Marketing and Communications

Collateral

Brochures
Mailers
Premiums

Displays
Promotional Items
Service Awards

Services

Tradeshows
Fulfillment
Call Centers

Direct Mail
Agencies
Design

Advertising

Outdoor
Radio
Cable

Internet
Print
Broadcast

Marketing and Communications Adoption Continuum



Primary Responsibility: To develop and maintain brand image and competitive edge.

Key Issue / Sensitivity: Spend categories have an impact on departmental budgets, efforts should be to increase buying power, not shrink capacity. Marketing has the added sensitivity of savings being equivalent to budget reductions.

Effective Solution: Add buying power – sharing savings with your partners in marketing to allow for more flexibility can buy participation.