

Assisted Marketing

With SegMark as your marketing co-pilot, you never have to fly solo.

As an old Chinese proverb says,
“Some roads aren’t meant to be traveled alone”.

Perhaps the Chinese knew about Constant Contact®, Vista Print®, and Bravenet®...all famous names of roads NOT meant to be travelled alone.

You may have these and other **do-it-yourself tools** in place — but do you feel 100% comfortable learning, implementing, updating and maintaining them?

Your job is to know your business. Very few small businesses have the time or bandwidth to excel at **running** their business AND **promoting** it.

Enter SegMark. A major part of our business is assisting small businesses with their day-to-day marketing.

We start by understanding where you are, and where you want to be. We then **tailor a strategy** to your budget and make sure it gets implemented. We make needed adjustments based on market dynamics, and we analyze ROI on an ongoing basis to make sure we’re focusing on what works to leverage your investment in marketing.

We do the planning and scheduling to make sure you stay on track. We also help you with design and copywriting if need be. We even handle all of the production work: the printing, the mailing, the e-mail deployments, the list management...all of it a la carte. You tell us where you want us involved, and what tasks you feel comfortable performing. **We act as your co-pilot.**

Because when it comes to communicating with your prospects and clients, it’s all about sending a **relevant** message to a **qualified** audience.

Welcome to the “art of delivering a relevant message to a qualified audience.”



Flying solo seems like a good cost-saving idea. Until you get too busy to handle everything alone.

SEGMARK
Redefining Segmented Marketing

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