

## integrated marketing communications

### Services Overview

**Hampel Creative Marketing** offers custom marketing solutions to identify, anticipate, and satisfy customer requirements profitably. Amy Hampel has over 25 years of marketing experience in the technology, services, telecommunications, education, manufacturing, and non-profit industries. Her emphasis on building cost-effective communications with customers has produced consistent return on investment for her clients. Satisfied customers increase revenue and profits. Good reasons for integrated marketing.

Amy has developed process management tools and methodologies that bring greater focus to customer needs. At the same time, these processes control costs for marketing and communications. Workflow redesign and measurement, staff talent evaluation, customer interaction coaching, and vendor qualification services have consistently produced 20%–60% cost savings per project. Better response for less money.

Hampel Creative Marketing can help you answer the following questions, *profitably*.

<b>Strategic Marketing</b>	<ul style="list-style-type: none"> <li>• Who are your key customers?</li> <li>• What products and services are most interesting to them?</li> <li>• How can you best approach key customers to improve response?</li> </ul>
<b>Online Presence</b>	<ul style="list-style-type: none"> <li>• 49% of buying decisions are made online. Can your website be found?</li> <li>• Are you using website analytics to build your brand and customer base?</li> <li>• Which customer communications are right for you: social, email, blogs?</li> </ul>
<b>External Relations</b>	<ul style="list-style-type: none"> <li>• Do you have a working public relations plan?</li> <li>• When was the last time your company received any press?</li> <li>• What is your company's perceived reputation in the community?</li> </ul>
<b>Promotion</b>	<ul style="list-style-type: none"> <li>• Are your promotional channels producing measurable results?</li> <li>• Is the customer information you are capturing useful?</li> <li>• Are you acquiring your desired customers?</li> </ul>
<b>Creative Services</b>	<ul style="list-style-type: none"> <li>• Is your concept understandable and effective?</li> <li>• Are your creative measurement goals achievable and profitable?</li> <li>• Is your creative staff satisfied and motivated?</li> <li>• Are you helping your creatives build the team capabilities?</li> </ul>
<b>Process Management</b>	<ul style="list-style-type: none"> <li>• When was the last time you actually analyzed your development process?</li> <li>• Has your production process kept pace with your product and/or service offerings?</li> <li>• Has your workflow changed to keep pace with technology?</li> <li>• Is your staff working around established processes just to get work done?</li> <li>• Do you have current, documented operating procedures?</li> <li>• How do you qualify and measure your vendor performance?</li> </ul>
<b>Clients Include</b>	<p>3M, Sumitomo, Wright State University, Mercantile Foods, Socket Mobile, Nextel, TheLFB, Oroville California, Foremost Threaded Products, Tri-Counties Bank, Vodafone, Women's Business Forum, El Paso Water District, and more.</p>