



Morningstar Multimedia
Capabilities Overview

WHAT IS MARKETING

and Why Do I Need It?

If you're like many professional service providers, that's the first question you'll ask. Maybe you ran a few ads and got no response, or maybe you bought a website that hasn't generated leads. Maybe you just don't want to be perceived as the proverbial used car salesman. Regardless, marketing seems ineffectual, doesn't work, or is downright sketchy.

Marketing isn't just advertising or sales. It's a holistic approach to finding prospects you'd like to work with, taking the necessary steps to convert them into clients, offering services that will greatly benefit them, developing a working relationship with them, and generating referrals and repeat business.

To summarize that, marketing is everything you do to acquire a client and maintain a relationship with them. Even the "soft" stuff like writing thank you letters, playing a round of golf, and just meeting for coffee count. In fact, you probably do a number of marketing activities, though you might not call them that. All of those marketing activities collectively form your marketing process.

Ok, so why do you need marketing? As management guru Peter Drucker has written, "Business has only two basic functions: marketing and innovation. Marketing and innovation produce results. All the rest are costs."

What that means is that marketing drives all revenue. After all, marketing is all about your clients - from what they need to how well you get along with them. You might meet the nicest guy in the world, but if he doesn't need your services, he won't do business with you. (He may be a great referral source though!) At the same time, you might provide services that some other guy desperately needs, but if he doesn't know you exist, or if he just doesn't like you, you won't get his business.

Marketing is about matching your services to people who need them, to people you'll work well with, and to people who will be profitable for you to serve.

▶ Why Hire a Marketing Firm?

Here are four reasons why hiring an outside marketing company can benefit your firm.

- ✓ **Save money and achieve greater ROI** - Stop wasting money on marketing that's not bringing in business and start generating more qualified leads with every marketing dollar. We audit your current marketing efforts and offer suggestions on how to get better results.
- ✓ **Tap into additional expertise** - Our team has expertise and formal
- training in both marketing strategy and in design to introduce fresh and innovative marketing and sales approaches to your firm.
- ✓ **Outside perspective on your business** - Sometimes you can be too close to your business and not see things the way your audience does. By outsourcing, you gain new perspectives on the big picture.
- ✓ **Focus on what matters most to your business** - You're paid to focus on your clients' immediate needs,

not the tedious, non-billable task of marketing. By outsourcing, you can spend more time with them and less time worrying where your next client will come from.

By outsourcing all or a portion of your marketing to Morningstar Multimedia, you free your staff to focus on their core business activities. And since creating and implementing strategic marketing plans is what we do best, we have a dedicated team that continually looks for ways to maximize results for your business.

▶ About Morningstar Multimedia LLC

Morningstar Multimedia LLC is a marketing communications firm established in 2000 by Krista Baker and James Balaguer in Philadelphia, PA. We specialize in strategic marketing analysis and planning for professional service firms. We also create the marketing tactics such as identity, print, and web design to put that plan into action.

About the Founders

Both Krista and James are graduates of the University of Pennsylvania and have over 7 years of combined experience working in or with service based businesses. Krista has received her MBA/MS from Temple University's Fox School of Business.

Our Philosophy

Our slogan, "First Impressions Do Matter" sums up our corporate philosophy - you only have a few seconds to capture a prospect's attention. That first impression can mean the difference between

whether they become your client or your competitor's. Our marketing services focus on targeting the right prospects with the right marketing message to spark their interest in you.

Samples of Our Work

A partial client list and samples of our work are available on our website: morningstarmultimedia.com. Hard copies of design samples are available by request.

How May We Help You?

Wherever you are with your marketing efforts, Morningstar Multimedia provides a clear, results-driven path that can take your firm to a new level of growth. For a free, no-obligations consultation of how we can help you solve your firm's toughest marketing challenges, contact us today at (215) 546-7940 or by email at info@morningstarmultimedia.com.

▶ What Can We Do For You?

Marketing Research & Planning

We can research new trends opportunities in your market-place, conduct marketing audits of your current marketing materials, create a positioning campaign for a target market, or develop full scale strategic marketing plans.

Graphic Design

We create designs - from corporate identity to brochures and sales literature to direct response pieces to print advertising - that work with your copy to persuade prospects to take action. We also ensure that each piece is consistent with all other components of your campaign to deliver maximum brand impact.

Web Development

We design web sites with users' goals in mind - focusing on simple navigation, ease of use, and functionality - as well as making them attractive. Our web capabilities range from simple brochure sites to full scale extranets with database driven content. We can also create backend content management systems so you can manage web content yourself with no html or programming knowledge needed.

Online Marketing

Our online marketing campaigns focus on achieving short term results with pay for placement advertising as well as long term results through site

keyword optimization and search engine indexing.

Copywriting

We offer a full range of copywriting services including writing direct mail, brochures, ads, websites, feature articles, PowerPoint presentations, press releases, newsletters, case studies, white papers, annual reports and product guides.



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