

## HIRE THE BAKERS, FIRE THE FRUITCAKES!

In today's economy, companies such as yours, face an uphill battle. They are aware of the importance of marketing, but how do you afford it when profits are down? As a company concerned with the success of your future, I'd like to offer an interesting proposition:

### A WAY TO HELP YOU WITH YOUR MARKETING EFFORTS

What if Lippi & Co., an industry recognized marketing firm, were to offer your clients our experience to develop a fundamental marketing plan for a total cost of **\$1,000**? Would you suggest that your clients take advantage of this offer?

This plan will not be cookie cutter, not some half-baked program, but will be unique to your budget, target audience and goals. Myself and the dynamic team at Lippi & Co. will sit with you, learn about your business and identify areas that can use some growth. We will take that information and develop a strategy to create selling opportunities. This will be a fresh and effective and most importantly, built just for you.

- **Effective plans can be developed for limited marketing budgets by utilizing more affordable methods that go beyond traditional advertising.**
- **Our experience in helping businesses target low hanging fruit, increase business with existing customers and discover additional selling opportunities will generate more bang for the buck. We believe in the power of synergies in advertising.**
- **ROI should not just be a wish. Every dollar spent should deliver qualified leads or usable marketing information.**

Lippi & Co. has, for the past 35 years, been a dynamic force behind regional companies and their marketing efforts. We've worked in industries from panty hose to industrial hose. *Our passion lies in determining what our clients have to sell and why anyone should want it.* Established in 1988, Lippi & Co.'s areas of expertise include brand strategy, marketing plan creation, message development, media advertising, public relations, web development and social media strategies.

Basically, we are offering a recipe that will help you start cooking from a well-crafted plan. Our goal is to help clients **Be Found. Be Chosen.**

To learn more, please contact me.

Thanks,

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