



**YOUR SALES  
REVENUES ARE  
NOT A GAME.**

Maybe it is time to use  
**hybrid marketing**  
to level up your business?

HYBRID



MARKETING

# VARYIAD

ENDLESSLY PERSONAL



Powered By  
**MEEKSGROUP.COM**



## **HYBRID MARKETING**

### **WHY IT IS THE METHOD YOU SHOULD BE USING**

HELPING COMPANIES LIKE YOURS WITH SIGNIFICANT RESULTS  
IN NEW REVENUE GROWTH



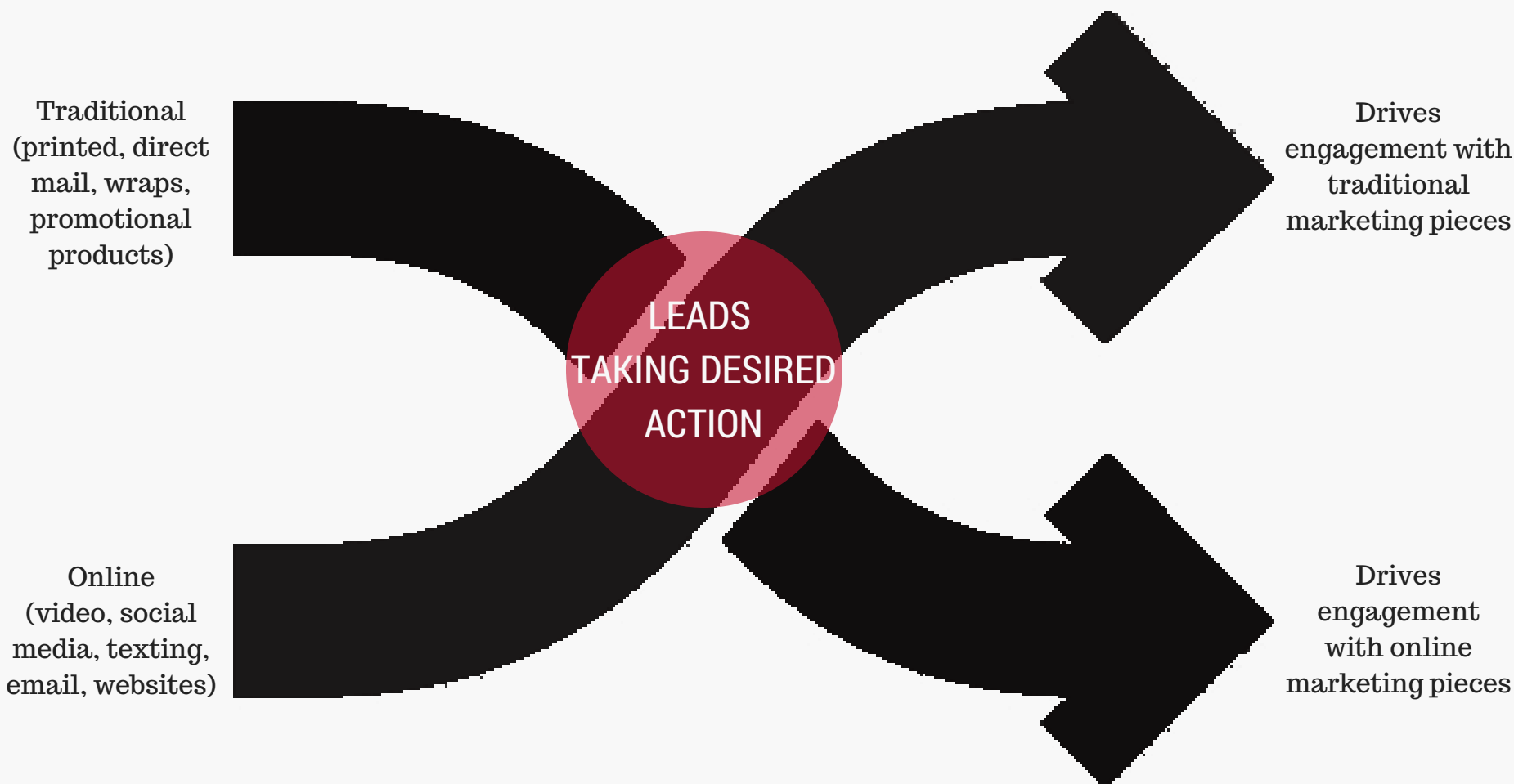
A group of people are gathered around a wooden table, engaged in a collaborative meeting. One person is pointing at a tablet that displays a bar chart with blue bars. Other people are holding pens and looking at papers or the tablet. The scene is brightly lit, suggesting a professional office environment.

THE DIFFERENCE

## **HYBRID TECHNIQUES THAT LEAD TO ACTUAL RESULTS.**

We are not just selling a service. We truly believe we are forging a relationship to be an extension of your business team. Each month we craft an action plan to meet your specific goals effectively and exactly. By using a cross-media hybrid approach to your marketing we are able to deliver a consistent brand experience that will drive more customers to you. Yet it doesn't stop there because **the magic is in the follow-up**. Each month we build on what works to continually connect your content to an on-going customer base.

# the hybrid magic





# WHY HYBRID WORKS

1

## GOOD - TRADITIONAL PRINT & DIRECT MAIL ALONE

Despite what you may have heard, print is not dead. It still can be effective and it still can work. When compared to other methods, direct mail can still hold its own with the response rate and effectiveness.



2

## BETTER - DIRECT MAIL PLUS EMAIL

It is not a new concept that a strong email subscriber list is a very effective way to reach people. When combined with a mail list and alternating content you can get some great results.



3

## BEST - TRUE HYBRID, MULTI-CHANNEL, IMMERSIVE

All of us are busy and sometimes if we only see something once and are not in exactly the right moment to buy, we just move on. That does not mean we are still not primed to buy if reminded about it. Your marketing should be no different. Sometimes conversions to customers take the extra step or two to get the action to happen. With our integrated, cross-channel, cross-media campaigns we are able to give you the ability to automate the follow-up process with your customers.



# what works best?

## 1. FOCUS ON YOUR CUSTOMERS

Build your marketing strategy around your customers.

## 2. BUILD YOUR BRAND'S STORY

Storytelling is one of the most powerful marketing tools.

## 3. UTILIZE CONTENT MARKETING

Through creating quality content, you build customer trust.

## 4. GET YOUR BUSINESS FOUND USING HYBRID CAMPAIGNS

Leverage a cross-media approach that blends print, email, texting, & social media.



## CREATE

Whatever it is, just go do your thing!

Once you have clearly defined your niche target the content will connect.



## SHARE

Then go and share it with the world.

Leverage people's attention in the places they are spending time.



## CONNECT

Automate a pipeline to drive leads into the direction you want to go while strengthening existing customers

# "FULL TIME BENEFITS AT A PART TIME COST"

WE DESIGN MONTHLY SOCIAL MEDIA & ONLINE BRAND MANAGEMENT SOLUTIONS THAT ACT AS AN EXTENSION OF YOUR STAFF AND PROVIDE INTEGRATION THAT SAVES YOU TIME, MONEY, AND FRUSTRATION. ALL FOR CHEAPER THAN 1 PART TIME EMPLOYEE PER MONTH.

*STRETCH*  
**YOUR  
DOLLAR**

Reduce Costs & Improve Marketing Results



## REVERSE ENGINEER YOUR IDEAL CUSTOMER

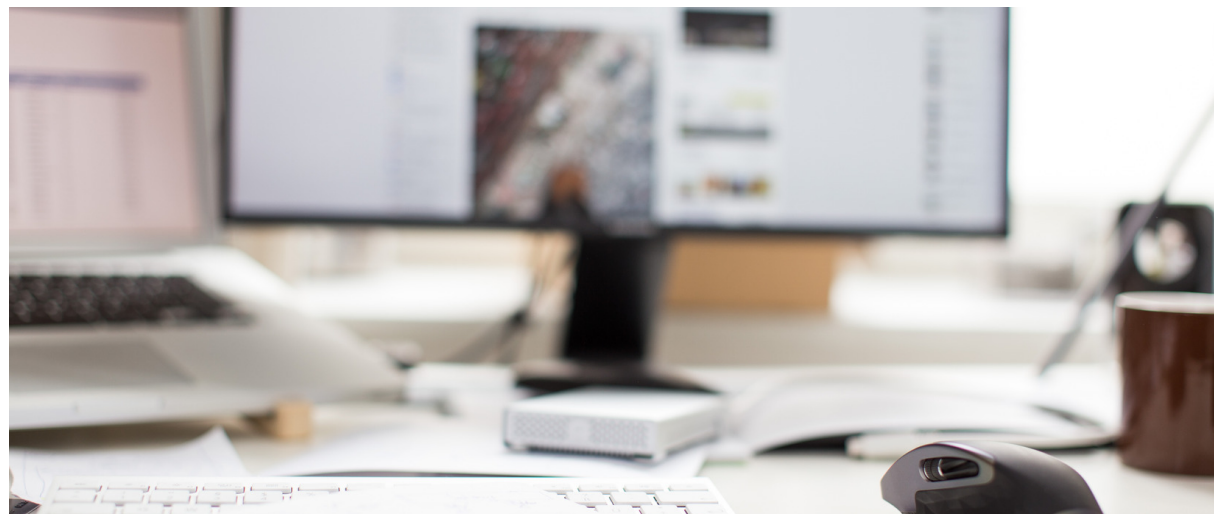
By taking a look at your existing business, current leads, and putting that together with research data -- we are able to help get a clear picture of your ideal customer. Everything is built around getting in front of them.

## RESULTS DRIVEN PLANNING

We don't care about vanity metrics or fluff. We want to help you get more business. Our approach uses a smart pre-qualifying approach that is enhanced by the lead doing additional self-qualifying based on their action.

## AUTOMATED FREEDOM

You know your advertising, marketing, and online brand need attention. Yet you get busy and it sometimes get neglected. We have the ability to free your marketing from those time constraints.



## WHY LISTEN TO US?

Let's be honest, there are an unlimited number of things competing for our attention these days. As consumers ourselves we know that some of the methods used just are not effective. The same is true for your business.

Depending on what your ideal customer looks like they may not be paying attention to the ways you are currently trying. Additionally, the modern customer wants their outreach to be personalized, direct, and special for them. Static marketing feels cold and unlikable. It doesn't have to be that way! You can launch campaigns that variably personalize each piece of correspondence to create a one-to-one experience that generates actual, authentic, & loyal customers.

## YOUR MESSAGE. WE MAKE IT STICK.

Since 1961, Meeks Group has been in the business of really doing one thing well: getting your message in front of your audience. Over the last 5 decades we have seen many changes in what works (and what doesn't), and pride ourselves on the track record we have established to stay current. You are busy running your business and don't always have time to research, test, and verify what marketing & advertising tools you should be using. Fortunately, we do! Whether you need signage, vehicle or wall wraps, promotional products, direct mail, or general print materials - we can integrate them all. The truth is the most successful campaigns are a hybrid of several things that all tie together to get your message across. Taking this further we can even implement the addition of social media, email, & online advertising to work in-hand with your printed materials, signage, & wraps to give a true cross-media brand experience for your potential & current customers.

To round all that out, we even provide detailed data that cuts thru the normal "vanity metrics" and show what actually matters & converts to real business. This allows for us to consult with you on what to continue doing and what not to waste your money on.

## EVERYTHING IS BUILT AROUND RESULTS

- We use data to get to results that convert into business, not focus on the fluff of "vanity metrics" Everyone keeps asking them for things (even outside of investment pitches)
- We get our hands dirty with consulting specifics for your business to find out the best marketing channels & the targets to be reached
- A true hybrid of traditional methods that are enhanced with digital cross-over such as social media, email, web, & even automated texting
- Cross-media campaigns that bundle signs, wraps, promotional products, direct mail, general marketing materials & more
- We can even help brainstorm, create, plan, and implement the creative content needs for your campaigns (including social media & email!)





**THANK YOU. WE APPRECIATE YOUR TIME &  
VALUE YOUR ATTENTION.**

WE LOOK FORWARD TO WORKING WITH YOU.



Powered By  
**MEEKSGR****UP.COM**

**GIVE US A CALL 918.836.0900**