

Proposed Services

PEOPLE SALES & MARKETING:

- Sales & Marketing Consultancy
- Market Research
- Creative Direction & Concept
- Development of Sales & Marketing Plans
- Organising Events & Promotional Activities
- Distribution Management

PEOPLE DATA MANAGEMENT:

- Integrated Database Management System
- Segmentation Analysis
- Profile Driven Targeting
- Communication Platforms
- Data Capture
- Data Reporting Capabilities
- Personalised Marketing Initiatives

PEOPLE ADVERTISING:

- Design & Development of Print Material
- Media Buying, Planning and Monitoring
- Call to Action Design and Monitoring
- Reporting and ROI Reports

PEOPLE BRANDING:

- Design and Development of Company Brands
- Logo and Collateral Design

PEOPLE POS MARKETING:

- Design and Implementation of POS Initiatives
- Management and Analysis of the POS
- Monthly Reports & Generated ROI

PEOPLE WEB DESIGN:

- Design of an Entirely New & Existing
- Maintenance or Upgrade to an Existing Site
- Convert my Existing Site to an Editable Web Site.
- Design of Web Site Graphics
- Construction of Web Sites to the Latest Internet Standards (XHTML, CSS)
- Flash Animation
- Content Management System
- Search Engine Optimisation

PEOPLE E-MARKETING:

- Design and Development of E-templates
- Segmentation of Consumer Groups Through E-marketing Campaigns
- Analysis Tools and ROI Calculations of E-marketing Campaigns
- Design and Distribution of E-brochures
- Analysis Tools and ROI Calculations of e-brochures





Price Options

Summary

Based on our initial discussions and market research the best option for moving forward would be based on a Basic Option. This includes all the tools to develop this area of your business in order to achieve your long term goals

Option
Basic = \$500.00 set up fee
 = \$100.00 Per month (no set contract)

Suggested Time Frame = 12 months

Total Cost = \$1700.00*

Components/Options

Services	Basic	Standard	Exclusive	Inclusions / per month	Qty
Sales & Marketing	✓	✓	✓	Full sales & marketing analysis report Market research & analysis Creative direction & concept Distribution management analysis	1 1 1 1
Data Management	✓	✓	✓	Integrated database management system Segmentation analysis Communication platforms Data capture & Data reporting	1 3 2 1
Web Site Design	✓	✓	✓	Design of an entirely new web site (basic) - or - Complete redesign of an existing web site Maintenance or upgrade to an existing site Search engine optimisation	1 1 1 2
e- Marketing		✓	✓	Design and development of e-templates E-marketing campaign Analysis of ROI reports Design and distribution of e-brochures	1 3 1 2
POS Marketing			✓	Design and implementation of POS initiatives Management and analysis of the POS Monthly reports & generated ROI	1 1 1
Advertising			✓	Creative design & development of print material Access to discounted media rates Implement call to action strategies Reporting and ROI reports	1 1 1 1
Branding			✓	Design and development of company brands Logo and collateral design Developed style guide Brand management	1 1 1 1
Set Up Fee (Once off)	\$500.00*	\$750.00*	\$950.00*		
Monthly Fee	\$100.00*	\$90.00*	\$50.00*		

* Excluding GST



What to do next:

The best way to determine what is really required for the business is to ask a few simple questions.

The questions below will help you look certain area's of the business that is so commonly overlooked.

Q1: What is your target market?

A:

Q2: Do you communicate with your customers? & How?

A:

Q3: Do you collect information about your customers?

A:

Q4: Where do you want to be in 12 months?

A:

Q5: How are you going to get there?

A:

Q6: Where are your competitors going to be in 12 months?

A:

Q7: How are they going to get there?

A:

Q8: What percentage of your business is repeat business?

A:

Submit this form and recieve a complimentary analysis.



"Making Business Easy"

who we are..

People Marketing was created when a realisation was made that many companies providing marketing, data management and web services did not really understand the end consumer. People Marketing provides cost effective solutions to all your sales & marketing needs, understanding your customer and tailoring a solution to fit.

what we do..

People Marketing package cutting edge technology with sales & marketing expertise to provide your business with the tools it needs to succeed. Our Services include business consultancy, database management, advertising, brand design & management, point-of-sale marketing, web design and promotion and e-marketing strategies.

how we do it..

We allow access to many products and services that otherwise would not be economically viable. Implementing state of the art technology to serve both business and consumer needs, we design a strategy that achieves the objectives of both the business and most of all the customer.

Free Business Analysis

email : matt@peoplemarketing.com.au

