

Marketing Communications

Attract, acquire, retain customers through intentional investment.

Demand & Lead
Generation Programs

As defined by Wikipedia, Marketing Communications...

CRM Tools

"are the messages and related media used to communicate with a (specific) marketplace".

Search Engine
Optimization

The American Marketing Association defines Marketing as...

Public Relations

"the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives".

Event/Project
Management

At The Allied Group, we define Marketing as...

Direct Response
Marketing Programs

"The combination of strategic plans and specific tactical actions done intentionally and consistently to influence the perceptions of a target audience or individual buyer in order to create, maintain or grow revenue."

Research

So what's the bottom-line of the top-line?—Marketing should make you money!

List Procurement

Allied assists our clients by working with them to identify the appropriate strategic elements (who and why) and by combining all the tactical (what, where, when and how) support service functions in an integrated business model of consultative services.

Data Appending,
Analysis & Reporting

1:1 Communication

We begin at—the beginning—and work with clients to assess their current level of satisfaction and success with their marketing efforts and then work with them to improve their performance.

Corporate Identity

We have identified **three elements that ensure successful relationships and improved performance:**

Event/Project
Coordination

1. What our business model is: **strategize > execute > measure**

Literature Fulfillment
Programs

2. Why we do this is to help our clients **attract, acquire and retain more of the right customers.**

Creative, Graphic
Design & Prepress

3. How we do this is by working with them to **create, produce and deliver** higher impact messages.

Marketing & Sales
Collateral Creation

Commercial Printing