

Client Need Analysis

Client: _____
Company: _____
Address1: _____
Address2: _____
City: _____ ST: _____ Zip: _____
Phone: _____
Fax: _____
eMail: _____
URL: _____

Your Needs:

- Marketing - We work with you to create marketing programs that improve your businesses performance. Our services can identify prospects, generate leads, drive sales, manage customer satisfaction and retention, and increase revenues and profits.
- Advertising - We offer you the benefit of our experience in a full service-turnkey environment designed to deliver unique and comprehensive solutions in a result oriented fashion optimized to drive sales, generate responses, and create opportunities for customer interaction.
- Public Relations & Publicity - Publicity is mention in the media. Public relations include ongoing activities to ensure the company has a strong public image. Public relations activities include helping the public to understand the company and its products.
- Urban Marketing Concepts can help you discover new ways to accomplish sales and marketing goals through the vehicles of publicity and public relations.
- Promotions - Promotion keeps your products and services in the minds of the customer and helps stimulate demand for the product. Promotion involves ongoing advertising and publicity (mention in the press). The ongoing activities of advertising, sales and public relations are often considered aspects of promotions.
- Selling - Sales involves cultivating prospective buyers (or leads) in a market segment; conveying the features, advantages and benefits of a product or service to the lead; and closing the sale (or coming to agreement on pricing and services).

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- Direct Marketing - Our Direct Marketing Solutions can help you achieve double-digit response rates by integrating and synchronizing multiple media and sales channels including direct mail, Website, e-mail, print advertising, publicity & public relations, sales force, and tele-marketing.
- Direct Mail Solutions - We can enhance your existing mailing plan, or develop a totally new campaign. We'll work directly with you to customize an effective mailing strategy, provide access to any mailing list available on the market, manage your list selection and database, and supply data entry maintenance. We'll even review and recommend viable print options for maximum impact with minimum cost. We provide all this and more...and save you money, too!
- Internet Marketing - A key benefit of internet marketing versus the more traditional brand based advertising is the ability to segment and target communications according to the customers likes and dislikes. It allows the advertiser to engage customers in a more personal two way dialog vs. the traditional mass media approach. This in turn gives the customer a voice and control over how they interact and engage with brands and companies. It allows you to be more attentive to individual customer likes and dislikes.
- Online Advertising - Online Advertising uses strategies designed to encourage your target audience to interact with your marketing message.
- e-Publishing - Our e-publishing strategies include: 1) Working to understand your business goals and objectives. 2) Developing a strategy to target your audience. 3) Creating custom online content written specifically to position your business as an expert in your industry. 4) Building your permission-based (opt-in) subscriber base so your online business will have a growing list of prospects to sell to over and over again.
- eMail Marketing - Email Marketing is a very cost-effective, time-efficient tool that has a high response rate. As a marketing tool, email is one of the most cost effective ways to maintain an ongoing dialog with your targeted markets. Getting a prospect's email address is the first step in establishing a lasting relationship with a future repeat customer. eMail marketing is inexpensive, immediate, and when done properly creates new customers and repeat orders within minutes of mailing.
- Tele Marketing - We provide you with the information you need to conduct successful inbound and outbound telemarketing programs and to ensure that your telemarketing needs are handled with the utmost professionalism and care.
- Website Design and Hosting - Urban Marketing Concepts offers variety of services from basic Website Design and Hosting to complete e-commerce websites allowing you to sell products online. We specialize in offering website design services to startups and small and medium business clients who need a basic internet presence. With our combined experience in graphic design, website development and e-commerce stores, you can be confident that whatever your project demands, our web developers can deliver.

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Marketing Segments

- Customized Legal Marketing Programs - With Urban Marketing Concepts you get a marketing partner you can rely on and a team of marketing professionals proactively working behind the scenes to increase your visibility and generate new business leads.

- Customized Medical Marketing Programs - We create and implement results driven marketing campaigns for solo and group practices. We develop customized marketing solutions for Physicians and their practices. Our programs are designed specifically to protect your image and reputation while focusing your patient marketing on compassionate individualized care, credentials, education of the public, and outcomes. Different specialties require customized market specific tactics and a good marketing plan also defines managed care initiatives and objectives.

- Customized Real Estate Marketing Programs - Our real estate marketing programs help real estate agents and brokers market their businesses and the properties they've listed for their clients. We help you keep your name and services in front of current, past and potential clients.