

browntown marketing group creates methods and concepts that launch a business or product line and services as well as employ ideas that support and enhance existing marketing plans.

*-- creating favorable perceptions through assessment, implementation & execution*

browntown marketing group takes the responsibility for the design, coordination and execution of tactical planning, brand identity, web application solutions, training and event planning.

### Where do you begin?

At browntown, we create materials that get you on base with clients. How do you transform your current materials? We start with the 5-Ws to help focus your message. The 5-W's is a simple approach to hone in on your target market and convey the right message.

**Who** - Have you correctly defined your target market? Your ideal and best customer.

**What** - Your company's product and/or service. What is the thing your company exceeds at every delivery without affecting your cost?

**Why** - Why does anyone care? The WIIFM factor

**Way** - The way your company differentiates itself from competitors?

**Where** - Where do you go next? How to move from planning to implementation

## management

### CONSULTING / ASSESSMENTS / PLANNING

Tools that results in clear communication and cost-effective project management

We will assess your current marketing program to determine where improvements can be made so your marketing attracts more customers and generates a greater return.

## marketing

### PROMOTIONS / TRAINING / EVENT PLANNING

Speak directly to customers and understand their needs.

We create create innovative approaches, develop material, implement strategies, and track programs that maximize your position in the marketplace.

We offer workshops that help maximize your use and understanding of marketing strategies.

We create, distribute and track news to attract press coverage for your organization.

## media

### PRINT / WEB / EMAIL COLLATERAL / PRESENTATION

We develop advertising copy, layout and design; promotional campaigns and marketing collateral.

We write, update web content and offer enhanced web solutions.

We offer a management system that allows for user and administration ease of use, consistency in look, marketing and sales-based functionality and complete web-based administration.