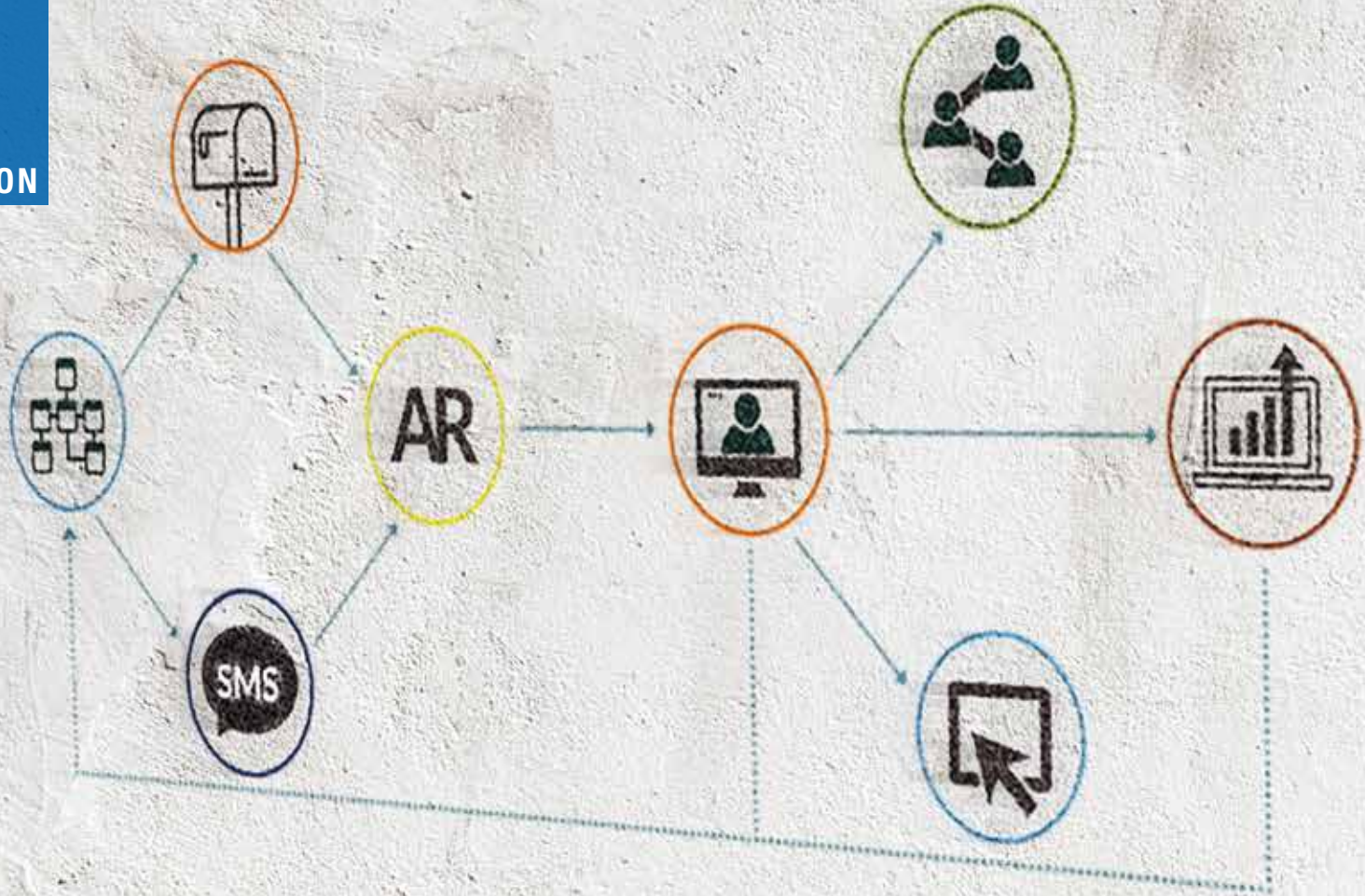




MARKETING AUTOMATION



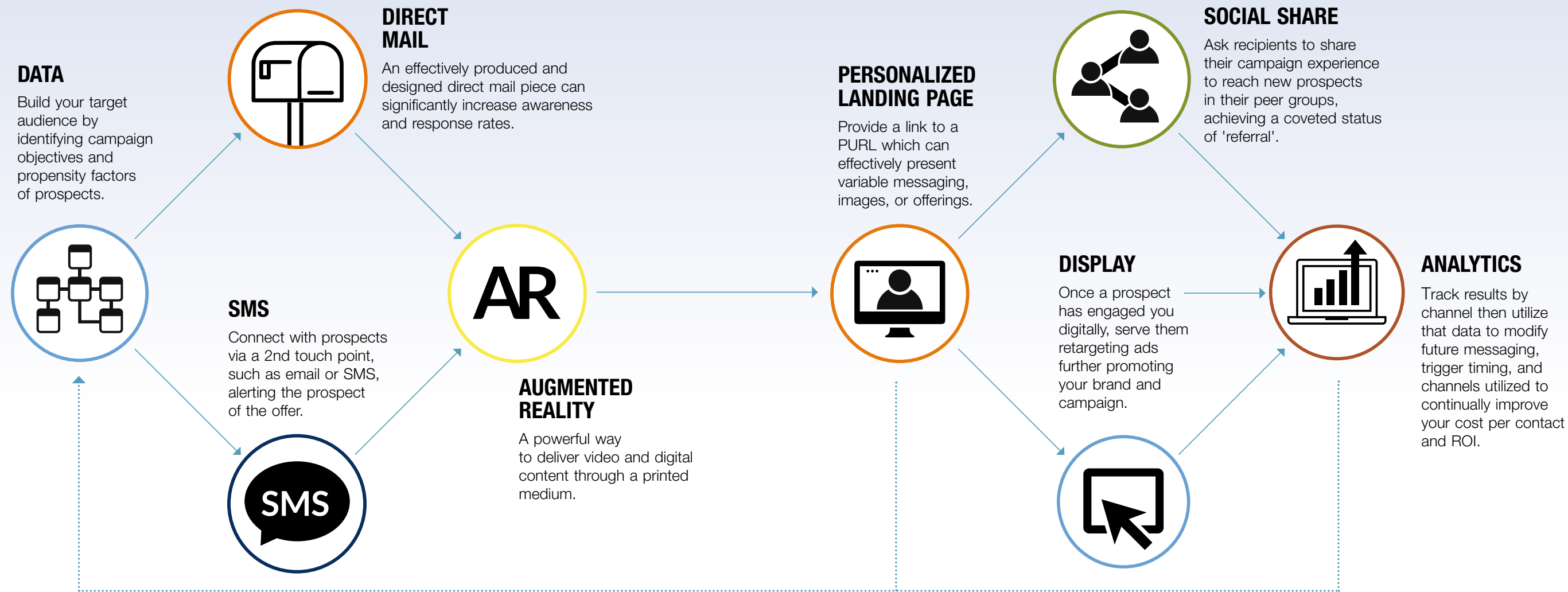


OUR OBJECTIVES WITH YOU ARE SIMPLE:

- Acquire new customers
- Increase customer retention
- Create engaging customer experience

SA SandyAlexander

- Sandy Alexander is a marketing communications company
- Partners with clients to create and execute marketing solutions
- Utilize the most appropriate communication channel with relevant information
- Clients benefit from:
 - Improved ROI
 - Brand consistency
 - Short time to market
- Marketing automation will establish custom, relevant, and triggered communications to:
 - Increase engagement
 - Improve response rates
 - Deepen intimacy with your target



OTHER CHANNELS AND SERVICES:



RETAIL



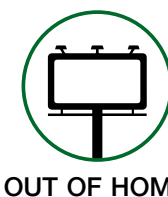
BROADCAST



EMAIL



LIST



OUT OF HOME



LANDING PAGE



SEARCH

TRADITIONAL APPROACH:

To manage individual tactics by channel as part of a campaign

SA MARKETING AUTOMATION

- Identify the optimal marketing plan to achieve your objectives
- Establish the benchmarks of success
- Build campaigns from concept through delivery, allowing you to focus on strategy
- Identify the most appropriate channel to deliver the message
- Create the message(s) to deliver
- Design the creative components for each communication channel
- Execute and measure results

- MARKETING SERVICES
- DIRECT MARKETING
- RETAIL VISUAL MERCHANDISING
- CREATIVE STUDIO
- CROSS PLATFORM COLOR MANAGEMENT
- ONE PRODUCTION RESOURCE
- ENVIRONMENTAL & SOCIAL RESPONSIBILITY

