

⇒ **Here are the unique benefits that Marketing @ Work bring to clients:**

- ▶ Strategic thinking, planning and budgeting.  
**The benefit:** A big picture look at your company and its needs, plus the plans to make it happen.
- ▶ Coaching and advice through every phase of a project, not just during major meetings.  
**The benefit:** You'll have someone evaluating your situation and how the changing environment may signal changes in plans every step of the way.
- ▶ Creative execution of brochures, newsletters, websites, ads and other promotional pieces.  
**The benefit:** Marketing materials that look good, while clearly conveying your branding and the benefits to your customers.
- ▶ The combined resources of professional print and web designers.  
**The benefit:** The full creative services of an agency, but without agency prices.
- ▶ Very competitive prices and no mark-ups on other services.  
**The benefit:** An affordable marketing program that gets results.

marketing@work

results-driven marketing & communications

marketing@work

results-driven marketing & communications

6238 Cliffside Terrace  
Frederick, MD 21701

# marketing@work

results-driven marketing & communications

Is your company ready to move up to the next level of sales?

**Get the professional marketing expertise that can help you get there – at a price you can afford.**

Diane DeMarco, president of Marketing @ Work, has used her marketing and communications expertise to help entrepreneurs, small companies, corporations and nonprofit organizations to achieve their goals for more than 20 years.

## ➔ Range of Services

- ▶ Strategic planning to map out your road to success.
- ▶ Positioning and branding – what does your company stand for and what makes it unique?
- ▶ Timetables and action plans to make your plans reality.
- ▶ Creative brochures, ads, newsletters, postcards, direct mail pieces, presentations and web sites that get results!
- ▶ News releases and public relations programs that give your business positive visibility.
- ▶ Planning and executing exciting trade show themes, including giveaways, displays and flyers.

*In addition*, my clients work directly with me. In many creative agencies, senior executives make the initial presentations and sale, but then small clients are assigned to a junior account person with just a few years of experience. You have the benefit of my experience and expertise throughout every project.

If you'd like to learn more about how I can help your business to reach its sales and marketing goals, call for a Marketing Audit. I will analyze your current communications and marketing programs and how they relate to your sales goals. Then, I'll make recommendations for improvements – and there's **no cost or obligation**.

Contact me at 301-696-8886 or [ddemarco@adelphia.net](mailto:ddemarco@adelphia.net).



## ➔ Accomplishments for small/medium-sized businesses

- Started a public relations program for a small exercise equipment company called NordicTrack. Edited and supervised the production of fitness books, magazines, newsletters, video news releases and television programs. The result was extensive radio and TV news coverage and articles in national media such as *Forbes*, *Fortune*, *the New York Times*, *the Los Angeles Times*, *Washington Times* and hundreds of local newspapers and magazines. Won an International Association of Business Communicators Award for a New York media event.
- Helped a Minneapolis CPA firm attract new clients by positioning themselves as "Partners In Profit." Created a brochure, direct marketing letter, ads and a sales script.
- Planned and executed a media relations program that helped a heating/air-conditioning company to gain visibility in the community and position itself as the top quality service provider. They were subsequently named one of the community's "Small Businesses of the Year."
- Created newsletters, news releases and public service announcements, and coordinated the 40th anniversary celebration, for a nonprofit organization that served visually-impaired people. The program won three United Way awards.
- Helped a regional mortgage company increase sales by creating sales collateral pieces and launching a sales contest. Sales for the top sales people increased 20%; top branches increased 10%.



## my philosophy on branding:

**Internal branding is as important as external branding.** Externally, having a great logo and slogan that represents your branding is important, as is consistent use of the logo and your company colors. Marketing materials with strong clear benefits messages are also vital. Branding is a partnership between your company and your customers to deliver a specific product or service in a specific way. Your company's branding is communicated in every interaction you and your employees have with every customer every day.

**Effective internal and external branding doesn't need to be expensive.** It doesn't necessarily mean a new logo and glossy marketing pieces. Rather, your brand message and the benefits of your product or service need to be clearly communicated in your marketing materials, by your employees and in all of your communications, from bills to business cards, letters and phone calls.

For more information, contact me at 301-696-8886 or [ddemarco@adelphia.net](mailto:ddemarco@adelphia.net).

# clients & companies

with whom Diane Demarco has worked:

Apple Valley Free Press, Apple Valley, MN

Automobile Club of Minneapolis, Minneapolis, MN

Creative Spaces, Columbia, MD

Dale Carnegie, Eden Prairie, MN

Data Metalcraft, Inc., Eden Prairie, MN

Global Realty Outsourcing, Stamford, CN

Financial Publishers, Minneapolis, MN

First Nationwide Mortgage Corporation, Frederick, MD

Heating & Air Conditioning, Inc., Eden Prairie, MN

Immanuel Lutheran Church, Eden Prairie, MN

Knutson Mortgage Corporation, Bloomington, MN

Malloy, Bargren & Associates, Inc. (builders), Minneapolis, MN

Minneapolis Society for the Blind (MSB), Minneapolis, MN

Minnesota State Automobile Association, Burnsville, MN

NCS (now part of Pearson Education), Eden Prairie, MN

NordicTrack, Chaska, MN

Open Systems (accounting software), Eden Prairie, MN

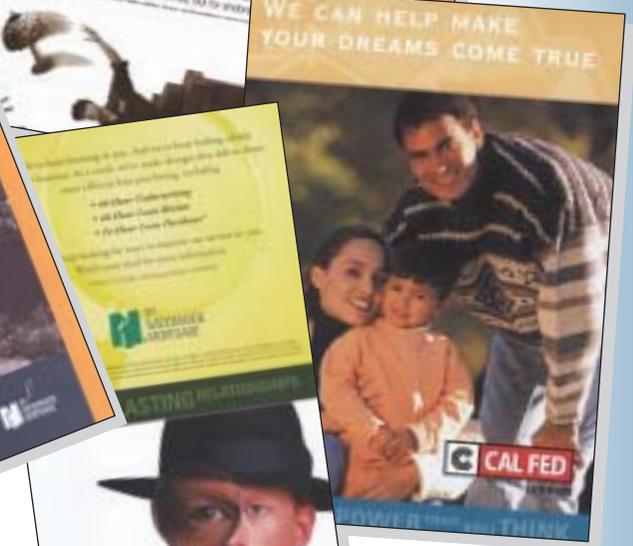
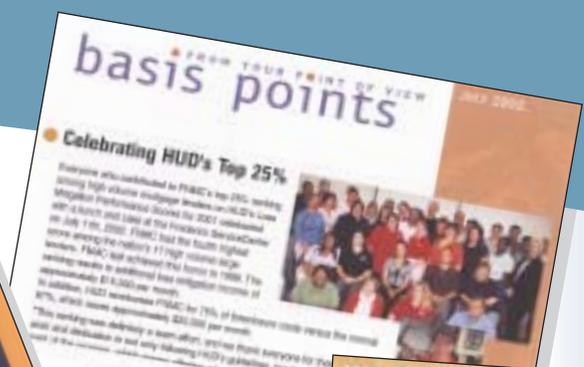
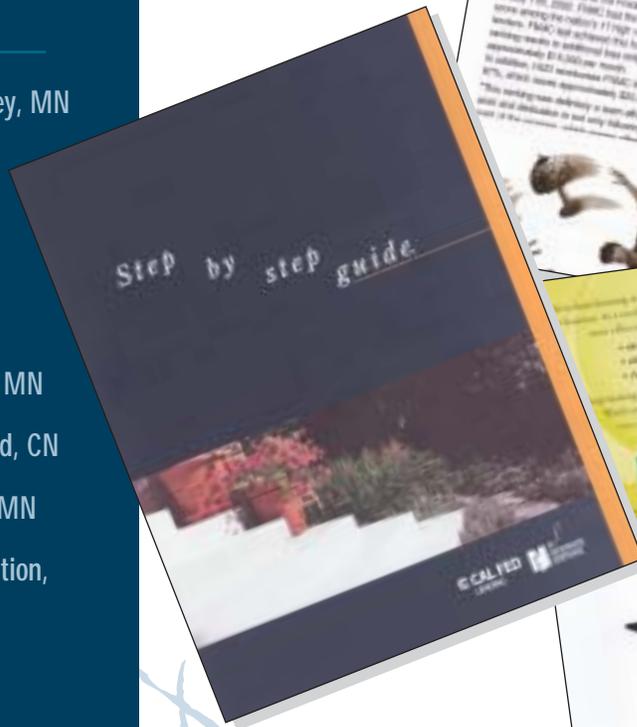
Physician's Health Plan (PHP), Minnetonka, MN

Preston Publishing Group, Columbia, MD

Webb Publishing, St. Paul, MN

Wells Fargo Home Mortgage, Des Moines, IA

Weinberg & Associates, Ltd., Minneapolis, MN



accomplishment

## ⇒ Accomplishments for large corporations

- ▶ Worked with presidents and senior executives to create marketing and communications programs that supported corporate branding and sales goals.
- ▶ Created direct marketing programs that tripled response from eligible customer base. In one case, a campaign generated a 5.5% response rate.
- ▶ Established effective corporate and employee communications programs that supported corporate branding.
- ▶ Created national "President's Circle sales events for First Nationwide Mortgage Corporation. The events were held at deluxe resorts, lasted up to four days, with budgets up to \$900,000. Meetings were within budget and events earned high praise from participants and senior executives