

# M A R K E T I N G

THE DESIGN WORKS<sup>COM</sup>

DEFINE | DESIGN | DIRECT | DELIVER

Multi  
Channel  
Marketing  
Solutions

How The  
Design  
Works  
Consults



ONLINE | OFFLINE | ONSITE



**Marketing is a multi-level process with many components to consider.**

I have over 40 years of experience providing marketing services and solutions to Independent Garden Centers helping them build their brand to build their business.

Let's start with a conversation to see how I can help you with your marketing!

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# Highlighted Marketing Support Services for 2023

**Want to improve your video capabilities? Our crew can produce and edit your final cut!**

## **You VIDEO. We EDIT**

**You and your team capture the footage,  
We edit the final piece for distribution.**

We have been working with several garden center group members helping them take their video projects to the next level.

**We educate you and your team on best practices for capturing your video content.**

- Seasonal guidance with planning and developing your video topics
- Tips, tricks, and techniques on best practices for shooting video
- Capturing great audio for one, two or three on-camera subjects
- Mastering lighting using natural and artificial light
- Picking the best locations to shoot your video

**We will then edit your captured video and audio to establish a video brand for your business.**

- We edit your captured video to make your video story more interesting to the viewer
- We will develop intros and outros for each edited video to establish your brand look
- When called for, added items may include titling, lower thirds, motion graphics, etc.
- Still images are often used if video of a referenced item is unavailable.
- Music tracks are laid down under audio tracks when needed to enhance the video.

### **Special Video Projects**

Need to produce a more compelling story or a series of videos requiring more camera, audio and shooting techniques? We're available to shoot on location for special projects.

**Looking to advance your digital marketing? Our digital team can expand your possibilities.**

## **We Have Expanded Our Digital Marketing Team and Capabilities**

Digital marketing has become a primary method for reaching new customers and staying in touch with current ones. Digital marketing and management requires a team of specialists who are on top of the constant change within the medium to maximize the results. We have developed a collaboration with a full service print and digital marketing company located in Baltimore, MD to expand the range of talent and services we can provide in the areas of print and digital marketing & management.

**The expanded programs and services include:**

- SEO Analysis and Management
- Social Media Management
- Social Media Marketing
- Digital Advertising - Planning, Creative, Implementation, and Management on the Google, Facebook, Instagram, and Tik Tok Platforms
- Direct Mail to Targeted Audiences
- EDDM (Every Door Direct Mail)

**Trying to manage Multi-Channel Selling? Focus on centralized product information data solutions**

Multi-channel selling is the new retail and warrants the need for product marketing information data consolidation.

Centralized product information data solutions make selling products in-store, signing products, tagging items, and selling on-line much easier than having to manage multiple systems and platforms to achieve the same objective.

In my opinion the VMX POS platform has the foundational elements to provide efficient methods for centralizing product information data.

Over the past three years, several of our clients have transitioned from older POS systems to the new VMX platform.

During this time we have helped our clients perfect their data integrity and build out their product item information data for use in more consumer information touch points.

Additionally, we've assisted our clients in their request of high-resolution product imagery and detailed product attributes, from vendors, distributors, growers and hardwood manufacturers.

As we worked with our clients we were able to develop a close working relationship with the VMX team giving us the ability to share ideas on added functionality to further expand product information data management capabilities.

If you're already using VMX or are considering moving to VMX and have any questions about centralizing product information data, give us a call to see how we can help or guide you through the process.

We're very excited to be working with the VMX POS system to finally begin to centralize product information data for multi-channel selling.

**HAVE QUESTIONS? Give me a call @ 410-977-6259 or shoot me an email [Steve@thedesignworks.com](mailto:Steve@thedesignworks.com)**