

fresh ideas  
for your growing  
business



EDMISTONGROUP

If you answer YES to any of these, give us a call.

#### BUSINESS DEVELOPMENT

- Have you identified the appropriate networking/association groups to participate?
- Are there referral partners that you've found to complement your services?
- Have you repackaged your products/offerings to receive maximum revenue?
- Do you talk with your customers to see what issues they may have to offer solutions or a referral? This opens the door to develop new products or service offerings.

#### MARKETING

- Does your brand identify a unique selling proposition?
- Do you have a marketing plan and is it being executed?
- Social Media/Blogging – are you actively engaged in these channels?
- Do you have an electronic newsletter to reach out to current and potential customers?
- Is your marketing collateral current with new product offerings?

#### STRATEGIC PLANNING

- Do you know where your vertical markets are?
- Have you researched the competition recently?
- Do you have a budget for promoting your business and have a plan for advertisement placement?
- How do you use calls to action in your promotions?

#### PUBLIC RELATIONS

- Do you regularly distribute press releases to the appropriate news channels?
- If your company partners with a cause or non-profit organization how is that event promoted?
- Are you participating in community speaking opportunities to create awareness?

# Business Development

## ■ IDENTIFY NETWORKING OPPORTUNITIES

With many networking events to choose from, we help clients find the right fit to grow their business.

## ■ CREATE CROSS MARKET PROMOTION OPPORTUNITIES

By working with complimenting businesses, potential business exposure is significantly increased.

## ■ REPACKAGING PRODUCTS/OFFERINGS

Offering packaged services can create additional revenue, as well as meet customer demand.



# Marketing

## ■ DEFINE YOUR TARGET AUDIENCE

Identifying the appropriate audience will help target advertising and marketing efforts toward potential customers and buyers.

## ■ COMPANY BRANDING

Create a unique selling proposition bringing your strengths to the marketplace through all marketing channels.

## ■ ESTABLISH A MARKETING PLAN

Marketing plans lay the foundation toward the types of services to be promoted, who those services are promoted to, at what frequency and through which distribution channels.

## ■ DESIGN AND CREATE MARKETING COLLATERAL

Ensure consistency and a call to action in advertisements, brochures, flyers, trade show banners and promotional materials.

## ■ WEBSITE

Create compelling website with graphic design and content that identify client goals and mirror messaging in print and other marketing channels.

## ■ SOCIAL MEDIA MANAGEMENT AND EXECUTION

Identify the appropriate social media channels, create an editorial plan produce content and execute.

## Strategic Planning

### ■ DEFINE VERTICAL MARKETS

Develop a plan to reach out across vertical markets, targeting marketing efforts toward the customer through trade shows, advertising and networking.

### ■ COMPETITIVE ANALYSIS

Regular monitoring of the competition helps business stay ahead of the curve. Customer surveys and feedback allow for new products to be developed and processes revised.

### ■ MEASURE ROI

Establish a procedure to track results on new business across all channels to determine your ROI.

### ■ ESTABLISH CALLS TO ACTION

Every marketing effort should have a call to action that produces results.

## Public Relations

### ■ ELECTRONIC NEWSLETTERS

Electronic newsletters offer a consistent method to touch business contacts and clients. From content writing to execution clients rely on the Edmiston Group to deliver.

### ■ BLOGGING

Blogging helps to establish you as an expert in your field. Our writers have written blogs for a variety of fields. Regular posting can help improve both your social media expertise, as well as SEO for a client website.

### ■ MEDIA RELATIONS

Relationships with specific reporters and editors of publications, as well as pitching story angles have resulted in our clients' presence in business publications, as well as local media.





The Edmiston Group is a Pittsburgh-based branding and marketing firm that works with businesses to build brand identity and strategic marketing plans utilizing print, web and social media channels.

Our services include corporate identity logos, websites, brochures, social media management and other marketing materials that create a meaningful, cohesive marketing message. Hiring the Edmiston Group to oversee your marketing program will allow you to do what you do best...expand your business.

Utilizing a diverse team of professionals with strong brand strategy experience, the Edmiston Group has a comprehensive set of experiences and skills in such areas as: Marketing, Business Development, Strategic Planning and Public Relations.

We have helped our clients grow their business by:

- Defining a clear and focused brand on what makes their business unique
- Designing compelling sales and marketing pieces in both print and web
- Identifying where to place advertising dollars
- Measuring results

Bringing together a team of experts in creative direction, graphic design, email marketing, content writing, web design, and social media, the firm creates and delivers solid brand strategy through print, web and social media. We guide our clients in advertisement placement, identifying appropriate markets and strategic business alliances, as well as provide social media and marketing support.

Clients served by the Edmiston Group receive Marketing Services in senior leadership, personalized attention, and experienced support – bringing **fresh ideas for YOUR growing business.** To learn more, visit the website at [www.edmistongroup.com](http://www.edmistongroup.com) or call 724-612-0755.



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EMAIL MARKETING

[WWW.EDMISTONGROUP.COM](http://WWW.EDMISTONGROUP.COM)

# TESTIMONIALS

Autumn is one of the few professionals I have worked with that truly invested the time to learn our business in order to become a true partner. She then quickly communicated her knowledge and expertise in our sales and recruiting marketing needs, and built a roadmap for our team to execute and follow. She has educated both myself and other team members in how to enhance and improve our marketing function as a company.

Steve Daniele, CEO  
shannonstaleyandsons.com



**SHANNON  
STALEY & SONS**

The Edmiston Group and team recently redesigned and refreshed my website... It looks amazing! Autumn has very strong business insights and asked challenging questions about the strategy behind the website and what I wanted to accomplish, my audience and what pain points my business solves. She helped me to understand how the redesign would achieve those objectives including visuals, content modifications and blog ideas. I have already begun to see results of new prospects. Finally, the website was designed with an eye for future enhancements and I'm looking forward to working with the Edmiston Group team to continue our work!

Stacey Etherson, Founder  
hr4smallbus.com



**HR SOLUTIONS**  
FOR SMALL BUSINESSES

I have known Autumn Edmiston for a number of years and we've worked closely together for the past 7. She has helped many of my clients establish their brand and grow their business. They find her experience and expertise in the construction market valuable. Autumn also manages all of my marketing efforts. From website updates, newsletters, CIST meeting management, she is on target with what needs done. If you're looking for marketing support, I

would recommend Autumn Edmiston of the Edmiston Group as your single source solution to helping you grow your business.

Jill McKibbin, President  
Founder of CIST  
mckibbinconsulting.com



I purchased an existing practice and began working with the Edmiston Group in 2012. During this time, I have not only grown and expanded the practice, but also purchased a second location. The Edmiston Group manages my website, advertising, social media, newsletter and all my marketing efforts. I look to them for marketing guidance and execution. This enables me to focus on patient care and growing my business. I would highly recommend Autumn Edmiston of the Edmiston Group to help you grow your business.

John D. Bissell, OD  
bisselleyecare.com



The Edmiston Group and Autumn Edmiston were instrumental in helping me launch CFO Concepts. They created my logo, company brand, marketing materials, website and updated my LinkedIn profile. I have found their marketing strategy, insights and guidance to be extremely helpful in my business launch and growth. Since then, I have introduced Autumn to several clients and other business associates and she has done equally professional and effective work for them. I have found the Edmiston Group to be a terrific value, ensuring a great marketing outcome at a fair price. I would recommend them to help you launch or grow your business.

Martin Vuono, President/Owner  
www.cfoconcepts.com



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