



YOUR Essential MARKETING PLAN



CUSTOM MARKETING PLANS

When you invest in a custom marketing plan from Essential Marketing, we'll work with you to determine your marketing goals and budget. Then we'll propose a comprehensive, concrete marketing plan tailored to the needs and values of your business.

You'll receive a detailed proposal filled with statistics, explanations, figures and schedules.



CASE STUDY: HATFIELD HEATING & AIR



In 2008, the owner of Hatfield Heating & Air, Inc. decided it was time to reinvigorate Hatfield's image and sales with a new marketing plan. He sat down with Essential Marketing and discussed the core values of the company and his goals for the future.

In the months following, Hatfield faithfully integrated their revamped image throughout the business. They made it their mission to stand by the promises Service Guy was proudly spreading all over town:

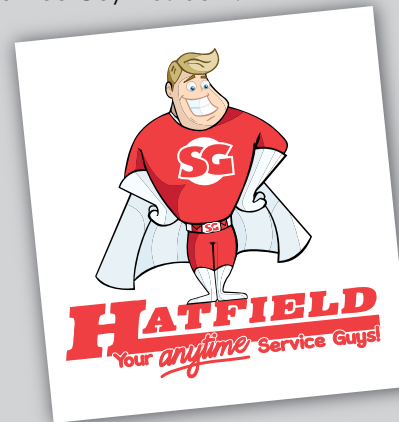
always

- ✓ talk to a live person
- ✓ same day service
- ✓ 100% guaranteed

never

- ⊘ any overtime fees
- ⊘ a missed appointment
- ⊘ any unexpected charges

... anytime!



The new mascot was immediately put to work touting the key features of Hatfield's service. What followed was a marketing blitz featuring coordinated newspaper ads, billboards, direct mailings, vehicle graphics and a radio campaign.

Approximate Return on Investment Hatfield Heating & Air, 2008	
Truck	128%
Newspaper	94%
Direct Mail	41%
Billboard	24.5%
Radio	8.3%