



Where do **you**  
Want to Start?



## *Simple is our mantra.*

50 Words was founded to help businesses of all sizes and in all stages of business lifecycles avoid making unnecessary marketing mistakes—a costly waste of time and resources. We believe strategic business planning and related marketing plan development, execution, and measurement can be made simple for business owners—once they have the right resources in place. In two words, that’s us.

We provide the utmost in marketing function with maximum cost saving by serving as your dedicated marketing department—only without the added payroll and benefits, office space and expenses. Once we understand your situation and goals, we assemble a unique marketing team comprised of 50 Words Employees and trusted experts from our network of alliance partners who are equally focused on your needs. Then we create a work plan that will deliver the desired results.

Quite simply, we give you the ability to do much more—with less.

## *Curious about our name?*

Dr. Seuss was challenged by his publisher, Bennett Cerf, to see if he could write a children’s book with a vocabulary of less than 50 words so first-graders and even kindergarteners could learn to read it themselves. He did it with 50 words and, in fact, 49 of them are monosyllabic. The result: Green Eggs and Ham, first published in 1960 and still one of the best-selling and most memorable children’s books around.

Their philosophy – keep it simple – fits us perfectly, and so we’ve adopted it for our name. And because 50 Words makes your marketing planning, execution and assessment simple, your business will succeed long-term and has the potential to become one of the most memorable around.



## *We're focused on you, pure and simple.*

At 50 Words we realize no two businesses are alike. Your needs are influenced by where you are in your business lifecycle or by an emerging threat you may be facing. And so ours is not a one-size-fits-all approach. We customize our services in three key areas — planning, execution, and measurement — to address your real time business needs and marketing situation.

**Plan** - Strategic, comprehensive planning is what makes good things happen, whether it's launching a new brand or breaking into a new market. We guide our clients through strategic business planning to create viable, long term plans, brand strategy to achieve the best positioning, market research to identify opportunities or threats, marketing planning to support business goals, and communication planning to ensure the right messages will reach the right audience. And that's a strategy that will produce results.

**Execute** - This is where we set your plan in motion to achieve results. 50 Words methodically executes marketing and communications activities with innovative, creative thinking behind it to best present your brand. Our services range from creating product identity elements such as logos, letterhead, and product packaging; to preparing staff for and participating in a client's trade show; to creating and launching email, mail and social media campaigns; to producing and distributing news media kits.

**Measure** - It's nice to have innovative creative, but marketing without measuring is simply a shot in the dark. You don't know what, or who, you've hit. We build a means of measuring outcomes into everything we do: focus groups, direct mail response rates, lead generation, and more. Once we know how much we've accomplished together, we can evaluate what's working, what's not, and whether you should do it again. And that brings us back to planning.

## *Simply everything you need.*

We function as an extension of our customers, offering 24/7 access to highly skilled marketing professionals and best practices.



PLAN	EXECUTE	MEASURE
<p><i>Strategic Business Planning</i></p> <ul style="list-style-type: none"> <li>• Goal Setting</li> <li>• Vision, Mission and Value Setting</li> <li>• Customer Needs Analysis</li> <li>• Situational Analysis</li> <li>• Segmentation Analysis</li> <li>• Customer Value Proposition Development</li> <li>• Alignment of Capabilities with Customer Needs</li> <li>• Alignment of Marketing, Financial and Operational Strategies</li> <li>• Market Research</li> <li>• Opportunity Analysis</li> </ul>	<p><i>Branding Elements</i></p> <ul style="list-style-type: none"> <li>• Tagline Development</li> <li>• Logo Design</li> <li>• Business Stationery Design</li> <li>• Packaging &amp; Merchandising Design</li> <li>• Brochures &amp; Collateral Design</li> <li>• Website Design</li> <li>• Tradeshow Graphics</li> </ul>	<p><i>Customer Relationship Management (CRM)</i></p> <ul style="list-style-type: none"> <li>• CRM Selection</li> <li>• CRM Implementation</li> <li>• Employee Training</li> <li>• Training Manuals</li> <li>• Executive Dashboards &amp; Custom Reporting</li> <li>• Ongoing CRM Support</li> </ul>
<p><i>Brand Strategy &amp; Brand Management</i></p> <ul style="list-style-type: none"> <li>• Setting Brand Objectives</li> <li>• Defining Target Audiences</li> <li>• Brand Message Development &amp; Coordinated Launch</li> <li>• Brand Identity</li> <li>• Brand Auditing</li> <li>• Brand Surveys and Assessments</li> <li>• Positioning Platform</li> <li>• Brand Asset Management</li> </ul>	<p><i>Promotion</i></p> <ul style="list-style-type: none"> <li>• Integrated Marketing Communications Activities including: <ul style="list-style-type: none"> <li>• Advertising Campaigns (Traditional and Online)</li> <li>• Direct Mail Campaigns</li> <li>• Newsletters</li> <li>• Email Campaigns</li> <li>• Social Media Campaigns</li> <li>• Tradeshow/Conference</li> <li>• Blogging</li> <li>• Ghostwriting Articles</li> </ul> </li> <li>• Search Engine Optimization</li> </ul>	<p><i>Brand</i></p> <ul style="list-style-type: none"> <li>• Monitoring and Assessing the Brand's Health</li> <li>• Brand Assessment Studies (Awareness, Acceptance, Usage)</li> </ul> <p><i>Sales &amp; Marketing Activities</i></p> <ul style="list-style-type: none"> <li>• Linking Outcomes to Goals and Objectives</li> <li>• Developing Measurement Systems- Financial and Non-Financial</li> <li>• Ongoing Monitoring</li> </ul>
<p><i>Market Research</i></p> <ul style="list-style-type: none"> <li>• Primary and Secondary Market Research</li> <li>• Customer and Referral Source Surveying</li> </ul>	<p><i>Sales Force Effectiveness &amp; Productivity</i></p> <ul style="list-style-type: none"> <li>• Sales Presentations &amp; Literature</li> <li>• Sales Force Territory Alignment</li> <li>• Training Initiatives</li> <li>• Telemarketing Programs</li> </ul>	<p><i>Customer Satisfaction</i></p> <ul style="list-style-type: none"> <li>• Customer Satisfaction Surveys</li> <li>• Customer Councils &amp; Sounding Boards</li> </ul>