

MARKETING & ADVERTISING

FG FACILITATED GROWTH | Office: 718.423.2640 | www.facilitatedgrowth.com

Facilitated Growth LLC ("FG") offers clients a full suite of integrated marketing solutions. Our underlying objective for every client is to strategically outline and execute value-added consulting solutions. Our firm's marketing initiatives are no exception.

MARKETING & ADVERTISING STRATEGIES

Design & Branding	eMail Marketing
Website Presence & Traffic Building Strategies	Search Engine Presence (SEO) & Search Engine Marketing (SEM)
Offline Integration	Social Media
Customer Relationship Management	Conversion Analysis
Reputation Management & Public Relations	Data Lists

UNIQUE SOLUTIONS

Growth stage companies face unique challenges in marketing. Every project demands individualized budgets and strategies; whether in need of an internet presence, data lists, CRM work, or an innovative offline project. FG has seen our clients use early stage marketing resources to help projects attract investment dollars and grow market share.

RETAIL SERVICES AT WHOLESALE PRICES

FG understands that some marketing initiatives go beyond the scope and scale of our in-house capabilities. Through our portfolio companies and previous initiatives, we have a proven track record of getting clients valuable retail services at wholesale prices. Contact an FG consultant today to learn more about the marketing services provided by our portfolio companies.

1 The Market Watch, "New Constant Contact Study Links Multi-Channel Marketing to Small Business Success"

CREDIBILITY

An often overlooked component of a marketing campaign is the importance of online credibility and reputation. Internet critics can negatively effect your business. Having allies working to protect a company's credibility, image, and reputation, is a necessary investment in 21st century business.

For more information about how FG can help you with your marketing initiatives, contact us today.



**DID YOU
KNOW**

- 82% of small businesses & nonprofits have adopted multi-channel marketing programs, leading to increased customer engagement, new customers, and more revenues¹
- Currently, the U.S. public relations industry is comprised of more than 7,000 companies, bringing in an estimated annual revenue of \$11 billion
- The biggest marketing mistakes are:
 - Not measuring the results from marketing endeavors
 - Misplaced Marketing efforts
 - Having a flawed business model