**Are you short on marketing resources?**

**Is there a list of marketing ideas on your desk that you know you won’t be able to attend to?**

**LET US HELP.**

NAPCO’s Marketing Services Division acts as an extension of your marketing team. We know and understand the markets you serve and will help you identify and attain your goals.

We offer a wide range of services that include list enhancement, social media, telemarketing, creative services, search and content creation.

**Social Media powered by growsocially**

**Are you talking to me?**

Your customers, prospects and competitors are talking about you on social sites. Join the conversation!

Opting out of social media is not an option. Studies are now proving that social media can increase revenue and drive sales. Even if you are already using social media, most companies are challenged to determine objectives for audience engagement and methods for measuring effectiveness. We can help.

Our social media service ensures that your social media presence will be planned, executed, managed and measured on a daily basis. These services include discussing and creating marketing plans, strategies, tactics and goals that align with your company’s needs.

**OUR ONLINE MARKETING SERVICES WILL ENABLE YOU TO:**

- Drive more leads
- Increase website traffic
- Build and maintain brand awareness
- Get people talking about you online
- Get your company noticed
- Enhance customer interaction
- Grow your business
- Strengthen your company’s voice

**PROGRAMS START FOR AS LITTLE AS $500 PER MONTH.**
Data Appending

Want an enhanced prospecting database?

We will enhance your data to ensure you’re not wasting your marketing dollars on an outdated database.

HOW DOES IT WORK?
Data appending service matches data in NAPCO’s audience database to your marketing database and appends additional data such as company name, title, address and demographics from our database to the advertiser’s database.

ADDITIONAL SERVICES WE OFFER:

- Append company name/address to customer supplied email-only files
- Update customer files with National Change of Address (NCOA) information
- Append additional contact information (title, phone number) to customer files
- Append additional demographics such as employee size, annual sales revenue (where available) to existing lead generation programs where data may be incomplete e.g. webinar names
- Append supplemental and ancillary industry data as collected by the publisher

Telemarketing Lead Generation/Nurturing

Got Leads?

We all know that leads feed the pipeline that hopefully turns into sales. But, how do you tell a qualified “A” prospect from a dud?

HOW DOES IT WORK?
NAPCO Marketing Services partners with a top-level telemarketing company to professionally and quickly help you identify your best prospects and speed up the sales cycle.

SOME BENEFITS OF TELEMARKETING INCLUDE:

- Find, qualify and develop new markets and leads
- Profile and correct lead and prospect data in new and existing B2B customers
- Use your lists, our lists, or both
- Extend your reach to new divisions and departments within existing customers
- “Seed” the market and fine-tune your pitch for your products and services
- Refine and prioritize leads and prospects to leverage the strongest prospects first
- Establish sales contacts and automatically schedule customer meetings for your sales team, saving you an additional call
- Follow-up with same-day email to contact

napco Marketing Services
Creative Services

Need excellent design & creative?

NAPCO Marketing Services provides first-rate graphic design, production and purchasing departments to help you design and produce your ads and marketing collateral from copy and concept that you provide.

OUR SERVICES INCLUDE:

**Ink on Paper:**
- Full page print ad
- Stationery (business card, letterhead, envelope)
- Brochures (4 pages)
- Sell sheets (2 pages)
- Postcards

**Digital Design:**
*(base prices that include 1 revision)*
- Logos
- HTML Emails
- Web banner ads in the following formats:
  - Animated GIFs
  - Flash
- Social Media
  - Avatars, icons
  - Twitter background:
  - Facebook landing page

**Cross Channel Marketing:**
- White papers
- Custom research reports
- Magazines
- Catalogs
- Newsletters

**Projects requiring the use of 3rd party services to be quoted on a per project basis**
*(e.g. copywriting, printing, mailing, postage, etc)*
Online Advertising

Looking for someone?

Search (SEO, Pay per Click, Social Media Ads)

Make it easy for prospects to find the products and services you provide.

Search Engine Optimization, Pay Per Click Advertising and Facebook Advertising done right is a complicated business. Just throwing some keywords up on Google is like playing darts blindfolded. Make sure your search marketing strategies are paying off with help from NAPCO Marketing Services.

HERE’S WHAT WE PROVIDE:

**Search Engine Optimization:**
- Keyword research
- Content editing
- Inbound link building
- Other SEO tactics such as: Robots.txt, XML Sitemap, Rich snippets, etc.
- Monthly reporting

**Pay Per Click Advertising:**
- Keyword research
- Account setup/structure
- Ad copy creation and testing
- Landing page creation/testing
- Monthly reporting

**Facebook Advertising:**
- Demographic research
- Account setup/structure
- Ad copy creation and testing
- Landing pages (based in Facebook tabs) creation/testing/tracking
- Monthly reporting