

Services Portfolio

Patrick Marketing & Communications, Inc. (PM&C) provides strategic marketing and communications services, coupled with results-proven expertise, to help organizations achieve their business goals. We offer executive level consultation, strategic planning and program implementation to clients who wish to deploy innovative marketing and communications as a means of accelerating profitable growth. Services include:

Outsourced Director of Marketing/PR Services

We offer growth-focused companies national-caliber marketing insight by serving as your interim Chief Marketing or Communications Officer. We also conduct marketing department audits, individual assessments, and marketing department design, including recruitment of key staff.

Agency and Partner Management

Growth often requires partnering with agencies, forging alliances and identifying other external marketing resources. We identify best-in-class resources for your consideration, and help to manage/assess existing or new relationships to maximize their positive impact on your business.

Brand Management

We assess your current brand(s) and lead you through brand development and positioning review and analysis processes to ensure you are properly placed in the mind of your target audience(s), and maximizing your opportunities in the marketplaces you compete in.

Marketing Planning

We review and critique your existing plan, or assist you in writing a new plan. Once created, we can introduce best-in-class partners to help you implement your plan efficiently and effectively, or provide those services through PM&C's *Virtual Agency*sm services.

Business Plans

We review and critique plans, or help you write a new business plan.

Public Relations & Corporate Communications

Whether you are implementing a new PR program or need an experienced partner to enhance your communications program, we develop plans and strategies to maximize your communications investment. We also provide media relations, crisis communications, investor relations and media training services to organizations and individuals.

Advertising/Media Services

Advertising is a key brand-building vehicle when properly planned and executed. Our *Outsmart, Not Outspend*sm approach ensures that you maximize precious media dollars with turnkey planning and buying services using top regional talent. Our award-winning creative partners deliver strategically sound, creatively distinctive messages in all media to grow your business.

Channel Marketing

New avenues of distribution are critical for growing a business. We review your distribution and channel strategy, and counsel you to ensure steady and incremental new business growth.

Market Assessment

We analyze/assess marketplaces to determine attractiveness of entry.

Corporate Strategy

We help companies to identify strategic options and determine the right business strategies for helping maximize profitable growth, defend against competitive attack, identify new product and service alternatives, and examine new ways of impactfully growing market share.

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Services Portfolio (continued)

Meeting Facilitation

We facilitate strategy and planning sessions for your management and executive teams, and for events with multilevel associate involvement.

Advisory Board/Strategic Counsel

Retain us as an advisor offering counsel on key decisions.

Change Management

We help plan for and optimize transition resulting from bringing on new staff, new investors/management, integrating an acquisition, and other results of change that necessitate leadership and proactive attention.

Corporate Platform Messaging

At the core of all successful organizations — and fundamental to successful marketing — is your corporate platform. We help you identify and articulate these important messages and ensure their consistency throughout all organizational communications.

Sales Tools/Lead Generation

Does your sales organization need more qualified leads? Let us help you develop a strong toolkit and marketing system to maximize the effectiveness of your sales organization.

Market Research/Intelligence

We can help you identify and assess your competition, conduct market analyses, and understand how you are positioned competitively.

Ideation Sessions

Seeking new product ideas or promotions? We are skilled at facilitation of sessions that lead to breakthrough concepts.

Customer Surveys and In-Depth Research/Interviews

At the heart of your business are your customers. Are they satisfied? What are you doing well and what could you be doing differently? Third-party surveys can reveal opportunities for you to leverage. We also provide concept testing, and facilitate 1-to-1s and focus groups, to examine or validate opportunities.

Event Marketing

We've created/directed such strategic marketing events as:

- *South Carolina's Fastest-Growing CompaniesSM*
- *The South Carolina Bank Investors Symposium*
- *InnoVenture* venture capital conference
- *The Golf World-Palmetto Dunes Intercollegiate Golf Championships*
- *The Bud Light U.S. Triathlon Series National Championships*
- *The White Lily Foods Cooking Schools*
- *The Southern Bank Voices of Modern Knowledge Speaker Series*

We understand the strategic role that high-impact events can play in your marketing mix. Let us help you identify and sponsor, or create, such an event for your organization.