



An e-book about how we can help your marketing and provide many services, including our unique Pyramid Strategy

Magnus Marketing is the new, fresh and innovative marketing and business consulting group.

Providing high-quality website, creative, branding and many marketing services for businesses and organizations.

Fresh ideas using the latest technologies for growing your business as we focus on **increasing REVENUES and retaining new and current customers creating the ultimate brand loyalty.**

Learn why we are the fastest growing marketing and business consulting group in Central PA in 2013....



YOU AND MARKETING

YOU'RE IN CHARGE OF RUNNING YOUR DAY TO DAY BUSINESS OPERATION BUT MIGHT BE RESPONSIBLE FOR ONE, A FEW, OR ALL OF THE FOLLOWING MARKETING RESPONSIBILITIES:

- **GETTING AN ANNOUNCEMENT OUT TO THE PUBLIC**
- **POSTING THE NEW SPECIAL TO YOUR FACEBOOK BUSINESS PAGE**
- **PLACING SOME ADVERTISING TO GENERATE NEW CUSTOMERS**
- **E-MAILING THE LIST OF CUSTOMERS YOU COLLECTED**
- **UPDATING THE WEBSITE WITH PHOTOS**
- **UPDATING THE WEBSITE WITH THE NEW PRODUCTS**
- **REMOVING THE LAST PROMOTION ON YOUR WEBSITE, FACEBOOK AND UPCOMING ADS BUT NEEDING TO THINK OF A NEW ONE**
- **USING A LOGO TO MAKE THE BUSINESS MORE IDENTIFIABLE**
- **START USING AN EMAIL ADDRESS WITH YOUR COMPANY NAME INSTEAD OF USING MYBIZ@YAHOO.COM OR MYBIZ@MSN.COM**
- **IMPLEMENTING A LOYAL CUSTOMER PROMOTION**
- **WANTING A BETTER DESIGN & COPY FOR YOUR ADVERTISING**
- **BUNDLING PRODUCTS/SERVICES YOU OFFER TO CURRENT CUSTOMERS**
- **EXPLORE AND PLAN AN "OPEN HOUSE" OR SPECIAL SALES EVENT ON A SATURDAY**
- **NEEDING TO CREATE A NEW FLIER OR BROCHURE**
- **CREATING A BRAND SURROUNDING YOUR ESTABLISHED BUSINESS NAME**
- **REVIEWING YOUR QUARTERLY SALES REPORT TO ID TRENDS AND OPPORTUNITIES FOR MORE SALES AND REPEAT BUYERS**
- **SOLICITING THE LOCAL TV AND RADIO NEWS TO HIGHLIGHT YOUR BUSINESS**

IN THE MOST SERIOUS AND UNDERSTANDING TONE WE WOULD ASK...

**HOW THE HECK CAN YOU
EFFECTIVELY DO ALL THAT?**

THE ANSWER IS ON THE NEXT PAGE...

OUR COMPANY IS SET UP TO EXECUTE ONE, A FEW OR
MANY OF THE AFOREMENTIONED SERVICES...

Magnus=

more time
to run your
business

better
marketing

more
customers

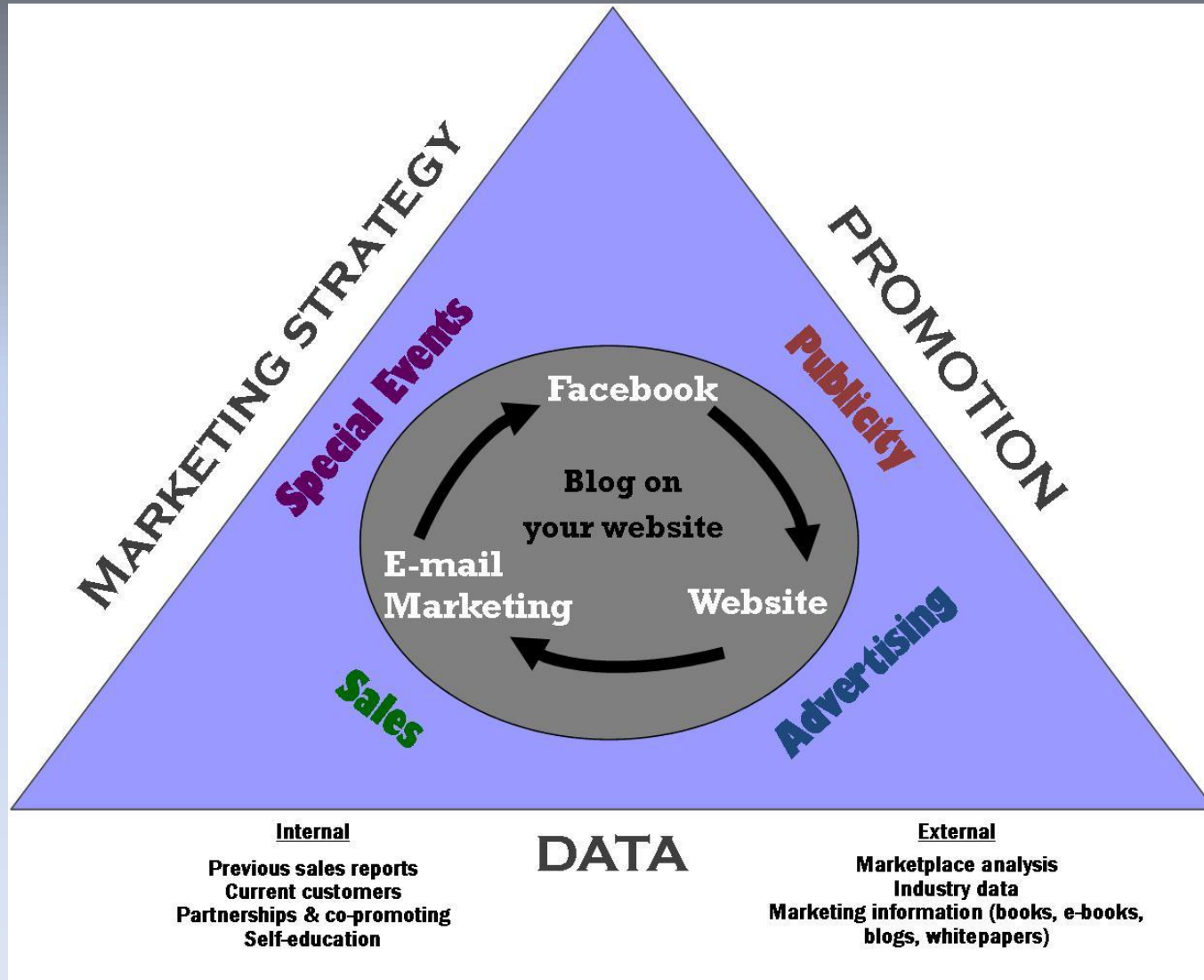
more
money

The Magnus Difference

WE'RE HERE TO BRING YOU THE HIGH-QUALITY, PROFESSIONAL AND INNOVATIVE MARKETING AND COMMUNICATION SERVICES THAT BIG COMPANIES AND BRANDS USE

**BEFORE YOU LEARN ABOUT OUR SERVICES, READ ABOUT
OUR NEW, ORIGINALLY DESIGNED PYRAMID STRATEGY AND
HOW WE BUNDLE MANY MARKETING SERVICES INTO AN
EFFECTIVE AND AFFORDABLE SYSTEM SO YOU CAN RECEIVE
MANY SERVICES THAT DOESN'T BREAK YOUR BUDGET**

THE PYRAMID STRATEGY



THE CORE STRATEGY IN THE PYRAMID

THE CORE STRATEGY OF THE MAGNUS PYRAMID SURROUNDS THE THREE DIGITAL MARKETING MEDIUMS THAT YOUR BUSINESS NEEDS TO USE TOGETHER:

- **YOUR WEBSITE**
- **A FACEBOOK BUSINESS PAGE**
- **E-MAIL MARKETING**



The Magnus Strategy is to use these three mediums working cohesively to capture leads and potential customers to trap them into the Core of the Magnus Pyramid of promoting your business to the same lead through all three mediums

STEP 1: YOUR WEBSITE

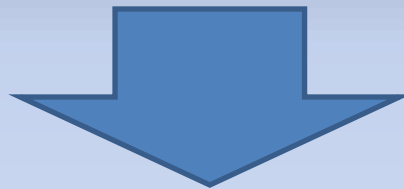
We work to capture a web visitor's information with a **landing page** or **contact form** to have them submit their contact information.

The key is to display an **immediate incentive** such as a promotional offer or marketing info piece such as an e-book, electronic brochure or flier.



STEP 2: E-MAIL MARKETING

get web visitors to submit their contact information and **target them with your company's specific products and offers.**



This E-Saver Direct offer has been sent to you because of ReporterNews.com. The address ReporterNews is located at 131 Cypress St., Abilene, TX, 79604. reporter-news.com

GRAND OPEN HOUSE ENTER TO WIN **\$200 FREE GAS** AND OTHER GREAT PRIZES
[Click here to print entry form!](#)

LONE STAR OUTPOST RETAIL CENTER

If you've been wanting to check out The Lone Star Outpost and up and coming Abilene establishments like Copper Creek, Rhinestone Ranch, Heavenly Accents, H&H Beverage and LeBelle Maternity & Baby, now is your chance! Enjoy a fun filled afternoon filled with exciting prizes, FREE festivities, food from Copper Creek and fun for the whole family! Come join us this Saturday from 10AM - 3PM for our Grand Open House! 99.7 KBCY will be on hand from 12-2, along with LIVE music from the Twila Foreman Band.

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GIVE THE GIFT of Action

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SAVE 20% OFF ALL ITEMS! Only for 3 days use code "HOLIDAY12A"

BR **STYLE SHEET**
WHAT'S NEW & HOT SALE MEN WOMEN KIDZ PETTES HOMEWE TAIL SHOE & HAIRBATH JEWELRY & ACCESSORIES

EVERYDAY FREE SHIPPING On any order over \$50. [Go to the store](#) [Go to the store](#)

Offer ends today!
We consider you a part of the family. That's why we're sharing this special offer, exclusively for **Friends & Family**. Four days only, March 15-18. (Valid for one-time use only. Please don't forward.)

In stores, enjoy **50% OFF** Up to five full-priced items**

Online, enjoy **30% OFF** Your entire purchase**

In Factory Stores, enjoy an extra **30% OFF** Your entire purchase***

► [SHOP NOW: MEN WOMEN](#)
► [FIND A STORE NEAR YOU](#)

Online: Order online, save **15% OFF** at checkout.

For Banana Republic or Banana Republic Factory Stores: Print this page, including description below, and present at checkout.

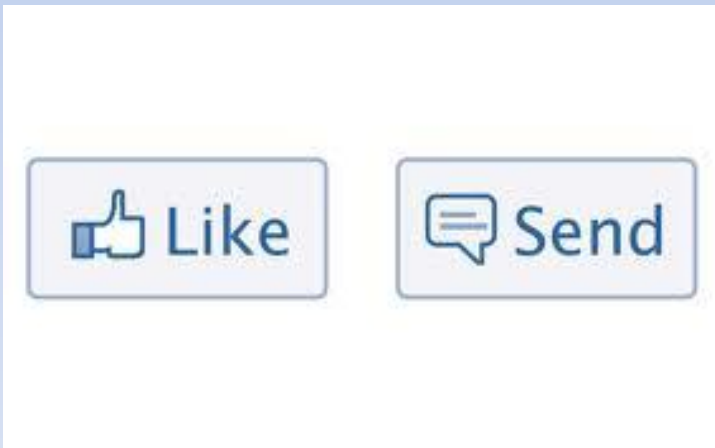
Do not forward. For one use only at Banana Republic Online.

Do not forward. For one use only at Banana Republic Factory Store.



STEP 3: FACEBOOK PAGE

Your customers are already on Facebook - They talk, share, post, recommend, and promote everything already.



Our “secret sauce” is to use Facebook as a platform to turn you into an expert within your business category or industry. We use a multi-media content approach with content we create for you and external content sources that dramatically increase your credibility with your Facebook Fans. And those who visit your Website or receive your latest E-mail Marketing message forwarded from their friend, let’s make sure your Facebook page is prominently linked and displayed on your Website and in your E-mail Marketing messages.

BLOGGING IN THE CORE

The importance of using a Blog in the Magnus Pyramid Strategy

First off, we're realistic. You personally don't have the time and energy to write content for a blog on your Website. That's where we bundle in the service to provide an active blog on your Website to bring together and expand on content from your Website, Facebook page and e-mail marketing.

A blog on your Website is extremely important as search engines pick up on blog content HIGHER than regular Website content.

[read more](#) about why Blogging is crucial to your marketing success

There are 152 million blogs on the internet

OTHER SERVICES IN THE PYRAMID

We provide additional strategies and services in advertising, sales, special events and publicity

All services are available a la carte or in any combination outside of the Pyramid. Continue to read this e-book about all of our services

SALES

PUBLICITY

ADVERTISING

SPECIAL
EVENTS

read
more
here



GENERAL SERVICES WE OFFER

- **MARKETING STRATEGY**
- **PROMOTIONS**
- **CREATIVE**
- **MEDIA BUYING & ADVERTISING PRODUCTION**
- **CREATIVE & DESIGN**
- **SOCIAL MEDIA**
- **SALES MANAGEMENT & EXECUTION**
- **INFORMATION TECHNOLOGY**

marketing

AT MAGNUS, WE CAN PROVIDE FULL SERVICES IN MARKETING STRATEGY, PLANNING AND EXECUTION. DO YOU NEED TO IDENTIFY A NEW SEGMENT OF CUSTOMERS? NEED TO OFFER A PROMOTION TO DRIVE NEW BUSINESS? WANT TO LAUNCH AN ONLINE STORE? BEEN OVERWHELMED TRYING TO USE ADVERTISING? JUST NEED TO MAKE MORE MONEY...



there is good news!

We can provide a marketing strategy with a plan to identify your resources, budget, capabilities and/or new opportunities to execute your marketing idea.

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MORE**

promotion

TALK TO US ABOUT:

- DEVELOPMENT AND MANAGEMENT OF PROMOTIONS AND PROMOTIONAL PROGRAMS
- FOCUS ON BRINGING IN NEW CUSTOMERS AND DEVELOPING THEM INTO REPEAT BUYERS.
- FULL PLANNING, BUDGETING AND IMPLEMENTATION SERVICE

IN THE END, **BRAND LOYALTY** TO YOUR BUSINESS WILL INCREASE YOUR REVENUES AND CUT OUT UNNECESSARY MARKETING COSTS.



Order Now While Supplies Last !

FLASH DEALS
EXCLUSIVE 48 HOUR SALE!



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creative & design

EVERY BUSINESS NEEDS DESIGN AND GRAPHIC SERVICES AND AT MAGNUS WE BRING A FRESH AND INNOVATIVE APPROACH TO THOSE NEEDS. WE CAN DESIGN ANYTHING FOR YOU FROM:

LOGOS

ADVERTISEMENTS

SIGNAGE

PRINT MATERIALS

BUSINESS STATIONERY AND

DIGITAL SUCH AS WEBSITE GRAPHICS, MOBILE MARKETING PIECES, SOCIAL MEDIA GRAPHICS WALLPAPERS AND BACKGROUNDS

WE CAN MAKE ANYTHING YOU NEED!



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website



MAGNUS MARKETING CAN CONCEPTUALIZE, DEVELOP, MANAGE/HOST AND GROW YOUR WEBSITE PLATFORM THAT INCLUDE TODAY'S LATEST TECHNOLOGIES THAT ARE NEW AND FRESH SERVING THE NEEDS OF YOUR ORGANIZATION. OUR DESIGN AND CREATIVE IS TOP-NOTCH TO MAKE YOUR WEBSITE A PROFESSIONAL AND IMPRESSIVE COMMUNICATIONS VEHICLE TO PROMOTE YOUR BUSINESS, GIVE YOUR ORGANIZATION THE ULTIMATE CREDIBILITY AND DRIVE NEW SALES AND BUSINESS!

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e-mail marketing

ONCE THE WEB VISITOR SUBMITS THEIR CONTACT INFORMATION WITH THEIR E-MAIL ADDRESS, WE IMMEDIATELY ADD THEM TO YOUR PROSPECT AND CUSTOMER E-MAIL DATABASE TO TARGET THEM WITH YOUR COMPANY' S SPECIFIC PRODUCTS AND OFFERS. WE USE E-MAIL MARKETING TO ENCOURAGE FIRST-TIME BUYERS AND REPEAT CUSTOMERS TO WRITE TESTIMONIALS AND OPINIONS ON YOUR WEBSITE OR EVEN BETTER, ON YOUR FACEBOOK BUSINESS PAGE.



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social media

MAGNUS CAN MANAGE ALL OF YOUR SOCIAL MEDIA TO CREATE MORE USERS AND TURN THEM INTO CUSTOMERS, WRITE BLOG POSTS TO ENGAGE YOUR CUSTOMERS TO BUY MORE, AND MANAGE REVIEWS AND FEEDBACK THROUGH ONLINE SOCIAL MEDIAS.

ARE YOU INCLUDING YOUR SOCIAL MEDIA ON YOUR WEBSITE? TALK TO US TODAY AND MAKING YOUR WEBSITE THE MULTI-FUNCTIONAL PROMOTING MACHINE IT CAN BE!



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communications & publicity

YOUR MARKETING CAN BE EASILY IMPLEMENTED INTO AN INTEGRATED MARKETING COMMUNICATIONS (IMC) PLAN THROUGH:

- INTEGRATING YOUR MARKETING AND PROMOTIONS STRATEGIES INTO YOUR EXTERNAL COMMUNICATIONS WITH THE MEDIA, PARTNERS, MEMBERSHIPS, COMMUNITY GROUPS, AND LOCAL ORGANIZATIONS
- TRADITIONAL MEDIA AND PRESS RELEASE MANAGEMENT
- UTILIZE E-MAIL MARKETING AS A COMMUNICATIONS AND PROMOTIONAL TOOL TO YOUR CUSTOMERS
- WEB, DIGITAL AND PRINT MATERIALS CREATION
- WE CAN MANAGE IN-BOUND REQUESTS BY THE MEDIA ACTING AS AN OFFICIAL PUBLIC RELATIONS REPRESENTATIVE FOR YOU
- PROVIDE CRISIS MANAGEMENT AND COMMUNICATIONS STRATEGIES AND TACTICS



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advertising

MAGNUS PROVIDES A TURN-KEY OPERATION WHEN IT COMES TO YOUR ADVERTISING AND PRODUCTION. WE HAVE YEARS OF EXPERIENCE IN WORKING WITH ADVERTISING AND MEDIA COMPANIES TO REPRESENT OUR CLIENTS TO IDENTIFY ADVERTISING OPTIONS FOR YOU, NEGOTIATE YOUR RATES AND CONTRACTS, FINALIZE PLACEMENT AND THE ORDER, PRODUCE YOUR ADS AND PROVIDE ANALYSIS AFTERWARDS WITH RECOMMENDATIONS FOR FUTURE ADVERTISING.



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sales

PROFESSIONAL SALES MANAGEMENT THROUGH LEAD GENERATION, TARGETING, SALES STRATEGIES, SELLING AND MANAGING YOUR SALES REVENUES

EVERY COMPANY IS IN NEED OF A SALES FORCE AND SALES MANAGEMENT BUT NOT EVERYONE CAN HAVE ONE...UNTIL NOW!

TALK TO US ABOUT HOW OUR MARKETING AND SALES CONSULTANTS CAN SERVE TO BE YOUR SALES SHOP EITHER THROUGH ONE OR ALL OF THESE FUNCTIONS:

- **LEAD GENERATION TO TARGET NEW CUSTOMERS OR CLIENTS**
- **SALES PLANNING AND PLAN OF ACTION**
- **CREATE SALES MATERIALS, PRINT AND DIGITALLY, TO USE IN COMMUNICATION AND DRIVING THOSE LEADS THROUGH THE SALES FUNNEL INTO CLOSED SALES!**
- **MANAGE YOUR SALES REVENUES AND COSTS, WHILE IDENTIFYING CLIENTS TO UPSELL OR TARGET WITH NEW PRODUCTS OR SERVICES YOUR COMPANY WANTS TO OFFER**
- **WE CAN ACT AS YOUR FULL-TIME SALES DEPARTMENT!**



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events

EXPERIENCE WITH OVER 2,000 EVENTS

Use special events to give a jolt creating awareness and motivating consumers towards your product or business. Magnus Marketing offers to full package for event promotion

- Concept, brainstorm, development, planning and execution all in one

**Pop-up box stores,
Sponsorship booths at
events crossing your
exact target audiences,
Expo shows, Hotel
showcases, Vendor
booths at community
events**



IT services and consulting

IT SERVICES



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HOW TO GET STARTED

**CONTACT US WITH A QUICK EMAIL OR
GIVE US A CALL – WE WOULD BE HAPPY
TO SPEAK TO YOU MORE ABOUT OUR
SERVICES...**

[OUR EMAIL](#)

**NO PRESSURE...WE KNOW HOW
IMPORTANT THESE DECISIONS ARE AND
WE KNOW IT TAKES SOME TIME...**