

Marketing materials that reflect your brand identity



Marketing collateral not only communicates your brand identity, but is also the key element in supporting your business development efforts.

Proper development of the marketing materials should communicate your firm's strengths and advantages as well as give support to your technical staff when meeting with clients and in developing capture strategies.

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Services

- Advertisements
- Award Submittals
- Brochures

- **Direct Mail**
- **Graphic Design**
- **Kit Covers**
- **Logo Design**
- **Message Development**
- **Newsletters**

- **PowerPoint Presentation**
- **Proposal Covers**
- **Proposal Templates**
- **Signage**
- **Tabs/Dividers**
- **Tag Lines**
- **Technical Writing**
- **Tradeshow Exhibit Design**
- **Website Design and Development**

Case Study

After years of working around the country with one owner entity, a successful construction firm restructured their marketing strategy toward diversification of market sectors and client types. With this new direction came the realization that their marketing materials had been neglected. MARKETLINK was hired to help with this firm's new brand identity. When the marketing materials were complete, the firm had templates for resumes, projects and references, proposal cover and back, tabs, a kit cover, business cards, letterhead, envelopes, operational tool covers and a new website. MARKETLINK also provided the writing and messaging for all their collateral.

LINK TO SUCCESS: After completion of the update, this company submitted a proposal, written in conjunction with MARKETLINK, to a new client in a new market sector. The firm was awarded the project on the first submittal. The owner agency that reviewed the proposal has since referred MARKETLINK to several other A/E/C firms for collateral enhancements because of the success achieved on this first proposal effort.

Client Quote

"MARKETLINK has assisted us in achieving a new level of professionalism with the update to

our marketing collateral. Current and potential clients have commented about how our materials differentiate us from our competitors. It has been a helpful tool in giving our staff confidence in how they present the company."

- Eric Eckman - Eckman Mitchell Construction