

Putting the pieces together for an effective marketing department



To streamline your marketing program requires an organized marketing department. MARKETLINK brings years of hands-on experience and knowledge of the critical pieces that complete your firm's marketing puzzle.

## Services

- **Marketing Materials Database Development**
- **Marketing Materials Evaluations**
- **Develop Marketing Resource Library-Physical and Electronic**
- **Photography Management**
- **Marketing Meeting Agendas and Leadership**
- **Marketing Staff Training**

## Case Study

The new leaders of an A/E/C firm realized the need to formalize their marketing department in order to grow the company. MARKETLINK assessed their marketing needs and instituted the policies and procedures needed to become a more effective and efficient marketing department.

**LINK TO SUCCESS:** This client has taken the system that MARKETLINK recommended and replicated it into other divisions of their company. They also hired marketing and business development professionals to assist in managing and implementing their goals.

## Client Quote

*“As part of a training for a new staff member, Bodell Construction felt that it was time to take a fresh look at how our marketing department was organized. □ We hired MARKETLINK to assist us with new marketing templates as well as suggestions on how to organize our marketing materials more effectively. □ MARKETLINK reviewed our existing department setup of physical and electronic files and provided a new, more efficient structure for us to consider. □ Once approved, MARKETLINK came to the office to organize and train our marketing coordinator on the new system. □ It provided us with easier access to the files we needed and helped to keep our boilerplate information more accessible.” □*

**- Mike Bodell, Bodell Construction Company**