



## What are the challenges faced when promoting brand on the market?

- There are few or no customers;
- Old methods in attracting customers are inefficient;
- No outcomes from your advertisements;
- The acronyms SEO, SMM, SMO and GA are just a set of vague words that don't make sense to you;
- Can't figure out which sales-channel is right for you;
- Revenue and profits keep falling;
- Customers and employees are leaving you;
- Your business is not growing.



## What can we do for you?

We use an entrepreneurial approach to business promotion, as we are entrepreneurs with experience in business for over 10 years.

Later, we launched a separate company called "Golden Minds" LLC and brought together the best and most experienced brand promotion specialists on the market.



### Integrated Approach

We apply complex and personalized approach to the promotion of your business based on a general marketing analysis of your business!

All tasks are performed by digital and outdoor marketing specialists, and not by programmers or other professionals who have never engaged in sales in their life.

### Customer Oriented Approach

We will create conditions for a constant influx of new customers, increase their life cycle, and return old customers. After all, repeated sales bring in the largest checks and stable incomes. Our priority is to turn your customers into regular and loyal users of your products and services.





### Individual Approach

We apply only effective and modern approaches in your business promotion, both offline and online.

For example, someone will ideally use marketing kit for sealing a deal at live meetings and negotiations, and someone will have “active” clients, from properly configured contextual advertising on a properly made selling website.

## Assistance

We will continue working on your project even after its creation and launching, as well as constantly monitoring the status and efficiency of the project.

We will make required adjustments and measurements on time in order to increase your sales and collect the analytics.

In addition, we provide monthly content writing to your website/blog and support your company in social networks: Facebook, Instagram, YouTube, LinkedIn and Telegram. We also conduct offline and online events and much more.

## Our Approach



# Action Plan



- General Marketing Analysis. Audit of Your Company: analysis of your product, customers, competitions, market, personnel.
- Deep Marketing Analysis (Where appropriate).
- Creation of Marketing Strategy (Our plan for promotion of the company in the market).
- Implementation of Marketing Strategy.
- On the basis of work, we provide a detailed report in the form of a comparison of the results before and after.

### Marketing

- Desk study: the product analysis, target market, competitors, market promotion. The information is selected and analyzed from the Internet;
- Field marketing study. The information is selected and analyzed in the place, where the goods and services sale is performed. It is necessary in order to create a competitive marketing strategy;
- Creating marketing strategy (Company promotion plan on the market. It includes the steps that are required to create or increase customer demand for your product or service);
- Creating U.S.P. Unique Selling Proposition is a clearly defined product/service advantage over competitors. It is necessary for marketing effectiveness. It is performed according to the data obtained from the field analysis;
- Analysis of applied marketing strategy. Before and after comparison of the results. Report provision on the work done.



### **Branding**

General guidelines:  
logo, naming, slogan.

Design of labels,  
packages, retail  
space, POS  
equipment (point of  
sale equipment), cars,  
staff, business cards,  
files, pens etc.

3D architectural  
design of office and  
retail space.

### **Creating POS-materials**

Any print media  
materials ranging  
from a business  
card to package,  
promotional items,  
textile and banner  
printing, creating  
POS and exhibition  
equipment.

### **Web Studio**

Website and  
mobile app  
design of any  
complexity.  
Google Adwords  
advertising, web  
analytics, SEO  
optimization.

**CRM**

Creation and implementation of client and goods accounting system.

**SMM**

Social Media Marketing promotion: copywriting, photography, video commercials, targeted advertising, group and channel advertising.

**Photo And  
Video Services**

Photo shooting and retouching, video shooting and creating ads.

**Event  
Organization**

Organization Exhibitions, promo-events: taste tests, tests, promotional events.



### **TV Advertising**

National television broadcast, cable television.

### **Radio Commercials**

National channels.

### **Banner Advertising on Websites**

Business websites and websites with general information sources.

### **Billboards**

Banners on city billboards, transport advertising (outside and inside).

### **Screen Advertising**

In transport, in supermarkets, in hospitals, in cafés.

### **Native Advertising**

Articles from opinion leaders (scientists, experts, bloggers, stage and cinema stars).



1. Favorable prices and transparent pricing: we separately show the cost of manufacturing of POS Materials, the Ad space rent and the cost of our services.
2. We provide high-quality work on a turnkey basis and to agreed deadline.
3. The largest range of services in the market.
4. Flexible selection of services. You can order 1 (one) service or "Service Package".

5. Desk audit of customer's activity, marketing strategy development, comparison of the results before and after, preparation and submission of reports.
6. Individual manager will provide information support during the entire project.
7. Our own base of suppliers of printing services and POS-materials manufacturers. POS materials have quality, made at low cost and on time.
8. We are interested in long-term cooperation, so we don't just advertise. We help our client to earn an income!

You can find our portfolio and full customer database  
on website: [www.goldenminds.net](http://www.goldenminds.net)

Contact us:



**+1 (315) 215-3400**



**[goldenminds.net](http://goldenminds.net)**

**Thank you!**

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