

# STRATEGIC MARKETING ALLIANCES



OUR GOAL IS TO HELP INCREASE YOUR SALES AT A PROFIT

## Building Your Bottom Line With Strategic Marketing Alliances

ENS Media offers media companies a turnkey training and new revenue generating program designed to help your advertisers and their suppliers to increase awareness and sales with our unique *Strategic Marketing Alliance* concept. These strategically focused alliances enable our media partners to work with advertisers and their suppliers and vested-interest partners to create successful sales promotions.

This program offers you an opportunity to capture *discretionary marketing funds* to create mutually beneficial integrated marketing campaigns. *Strategic Marketing Alliances* allows your business to tap into vendors' discretionary budgets, providing additional funds over and above designated advertising budgets and co-op allotments.

### Our turnkey Strategic Marketing Alliances program includes:

- A Marketing-Needs Analysis
- A sales training workshop
- A comprehensive Strategic Marketing Plan
- Custom-designed Participatory Packages
- A Marketing Seminar for you and your vested-interest partners
- A Post-Campaign Analysis

### We Do 90% of the Work for You

ENS Media Inc. delivers a turnkey, ready-to-execute approach to the vendor-supported *Strategic Marketing Alliances*.