

# Full-service marketing firm provides experienced leadership

## Meet Your Market

It sounds cliché, but time truly is money. Every successful marketing program or related project — whether it's a multimedia advertising campaign for a new product or service or an event — requires careful planning and study in order to ensure that the course taken will yield maximum return on investment. A hastily assembled program or project will almost certainly result in lost time and money — in other words, failure.

The experienced and professional team at New Orleans-based Meet Your Market LLC realizes that business today requires everyone to achieve more with less time and fewer resources. Knowing that your company's time is valuable and scarce, Meet Your Market can become your end-to-end partner. The company's full-service team was founded on the concept of integrating experienced professionals with proven technologies to design, implement and assess programs for a maximum return on investment through use of its own software product — MarketsMaster.

### Full service marketing and research

The team at Meet Your Market uses a combination of skills to provide its clients with strong full-service marketing and

research. It utilizes its project management, meeting planning, public relations and promotions to create the ultimate package in providing a successful market for its clients' products and services.

Meet Your Market can provide experienced leadership in a variety of marketing initiatives, including event development, e-marketing, direct mail and efficient processes for reporting and analysis. Support for agenda construction, resource procurement, contract negotiations, client feedback, surveys and analysis allows your company to realize the success of any event.

*"[Meet Your Market CEO and President] Jennie Campbell and her entire team are highly organized, communicative and professional," said Todd Villarrubia of Artisan Mortgage. "Meet Your Market is unique in that it not only explores and defines a multitude of business and marketing concepts, but actually seeks to quantify the results obtained. In working with your business, Meet Your Market can bring together real expertise in the conceptual and planning phases and then measure the results in real world terms so that you can see the return on your investment. I highly recommend Meet*

*Your Market to help take you to the next level of business success."*

### Project management

Meet Your Market governs each project and program on the principles of project management. A senior level program or project manager is assigned for the entire program or project, and that person is the single point of contact for all of the client's needs. The project manager uses tracking tools drawn from the "Project Management Body of Knowledge" to ensure successful program or project completion.

The project manager's role is comprised of five components:

- **Scope management:** The project manager ensures that the entire team understands the deliverables, restraints and required performance characteristics needed to ensure the success of the project, and keeps the team on target and focused.

- **Scope change management:** The project manager decides whether or not a change of scope is warranted. If a change is accepted, it is then recommended for approval by all parties involved. It is imperative to realize that all parties must approve the proposed change before it is accepted. If approved, the project manager will redefine and incorporate the change into the project plan.

- **Risk and on-site management:** The project manager is responsible to continually identify and communicate risks with all parties involved and how these risks could potentially impact the outcome of the event. Meet Your Market is committed to having personnel on-site for the duration of the event.

- **Schedule management:** The project manager will produce a plan that will continually track the progress of the project and be disseminated to all the players involved.

- **Communications management:** The project manager will be responsible for initiating regular meetings with the client, setting the agenda and facilitating these meetings.

The value that project management brings to your organization is a scientific, logical and proactive approach to tracking, measuring and analyzing your investment in your program or project during its life cycle and at the end.

### Meeting planning

Meet Your Market has the skills, experience and tools to plan, promote, market and manage a variety of meetings and events. The company's team of professionals provides commitment and dedication to each project, giving it the ability to fulfill each client's vision and demands. As a full-service marketing company, Meet Your Market knows the importance of maintaining all the budget costs pertaining to a project and guarantees the best service for the best price. Its system for tracking and maintaining full control over projects is presented in a program designed to suit the needs of any meeting planner or project management company.

Meet Your Market also has a list of dependable and trusted suppliers that can meet a variety of event needs, including food, flowers, limousine services and others.

### Promotions

Behind every successful event is a successful promotional strategy. Meet Your Market can work with the client in developing a promotional theme, identifying the required promotional strategy, procuring the necessary items and delivering the promotional strategy and products to the correct target market.

### Public relations

Using fundamental techniques to identify your target audience, Meet Your Market tailors every product to make it appealing. It supports sales in the short and long term, establishing and burnishing the product's branding for a strong ongoing marketing campaign.

### Closing loop between marketing, sales

MarketsMaster is an affordable Web-based marketing solution that enables companies to blend marketing and sales and provide top-notch customer relationship management. It provides not only Web-based lead and campaign management but also powerful tools for data mining, sales forecasting and return-on-investment measurement.

With MarketsMaster, users can pass sales leads and other key marketing information via the Web in real time to all members of the sales and marketing team, including predefined channel partners, sales representatives and field sales management. Because MarketsMaster is Web-based, this information can be accessed 24 hours a day, 365 days a year worldwide.

Working with MarketsMaster through an application service provider (ASP) model, clients can have their sales and marketing team up and running with a Web-based solution in no time. MarketsMaster's tightly integrated, closed-loop service offering helps perform a variety of functions. Users can distribute, track and reassign leads in real time via the Web and manage multiple marketing campaigns. Telemarketing scripts can be imported into searchable fields, and mailing lists can be customized to suit the user's needs.

Companies that have used MarketsMaster have benefited greatly from its ability to help streamline communication and information sharing between team members.

*"MarketsMaster has helped us scale our business in a short period of time," said Dr. Michael Failla, CEO of Chiro-Touch. "It allows our employees to work seamlessly together from different locations. The level of technical support and service is extraordinary."*

For more information on Meet Your Market and MarketsMaster, please call (504) 837-5353 or visit [www.meetyourmarket.com](http://www.meetyourmarket.com) or [www.marketsmaster.com](http://www.marketsmaster.com). □

We are the missing *piece* your business has been looking for



Meet Your Market, LLC

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Featuring Meet Your Market's  
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(800) 966-3191 | (504) 837-5353  
111 Veterans Memorial Boulevard, Suite 720 | Metairie, LA 70005  
[www.MeetYourMarket.com](http://www.MeetYourMarket.com) | [www.MarketsMaster.com](http://www.MarketsMaster.com)