

# trends & topics

If you need an expert resource on integrated marketing communications trends, topics or issues, Baker Creative can help. Our marketing specialists can comment and/or provide guest columns on the following marketing topics:

## **Branding**

- Elements of a winning brand
- Building a money-making brand
- The art of rebranding
- What is logo design vs. branding
- Cardinal rules for logo design
- Crafting the perfect elevator speech

## **Public Relations**

- Developing an effective PR program
- Getting the most out of your publicity – Milking your media coverage
- Creating press release that the media will love
- Generating publicity for a small business on a small budget
- Key ingredients to an effective press kit
- Building an online media room – what you need to succeed

## **Online/Interactive Marketing**

- Direct mail vs. E-mail – what's the best way to reach your customers?
- Attracting customer to your Web site
- What are the "must haves" on any Web site?
- Creative e-mail marketing trends

## **Advertising**

- Is advertising to the mass market dead?
- How should advertising fit into your marketing mix?
- How-to make target your advertising
- Placing advertising without a media buyer
- Socially conscious ad campaigns

## **Marketing Strategies**

- Key elements of a cost-effective marketing program
- Creating a marketing program with ROI in mind
- The critical elements in any the marketing mix

## **Trade Shows/Special Events**

- How to get the biggest ROI from your trade show booth design
- Creating "word of mouth buzz" from targeted special events
- Cost effective special events that produce big ROI

## **Media Contacts**

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