

MARKETING, a melding of art and science:
creativity executed through a disciplined process

Firm Capabilities Presentation

Palmer-Farrington partners with companies to provide strategic, tactical and creative business solutions using the latest sales and marketing techniques. We value the trust and responsibility you place in our hands to promote your products, services, and brands to achieve your business needs. Our experienced project managers will respond to, reflect upon and, positively influence the perception of your product or service whether it is print, interactive, event-based, or online.

we believe great marketing is strategic, tactical and creative. It:

- Ties all marketing activities to the vision and goals of your company.
strategic marketing
- Supports the firm's brand and sales effort by seamlessly executing marketing activities. *tactical marketing*
- Explores the right mediums to engage clients and prospects.
creative marketing

Take a look at some of the projects we've worked on and call us to discuss how we can help you achieve your business goals.

biography

Jennifer Farrington is a Principal and Founder of Palmer-Farrington, LLC, located in Fairfield, Connecticut. Farrington has over 10 years of marketing consulting and client management experience - from the initial concept to implementation. She recently served as the Chief Marketing Officer for Buck Consultants, an ACS company. There she developed Buck's new look and identity, built a marketing department and started Buck's well-received educational webcast series, which delivers timely, cutting-edge topics and techniques to the marketplace. Farrington worked for Buck since January 2001, serving as director of marketing for the Compensation practice. Prior to that, she was a marketing director at Insignia/ESG, a commercial real estate firm. Farrington received her dual bachelor of art degrees in psychology and communications from Bethel College, Indiana.

what we do

Marketing encompasses a wide range of business activities. It can be defined in bite-sized projects, or overarching strategic plans. We have a variety of marketing tools available for companies looking to grow their business. Whether you want to launch a new marketing initiative or program to boost sales leads, or need assistance with a small brochure targeting your key prospects, we provide you with solid marketing programs big and small to aid your revenue goals.



what we do

Your marketing needs will be handled by a team trained in executing strategic, tactical and creative marketing plans and programs. Whether you need a little or a lot from your marketing function, we will tailor a program to fit your specific business needs.

Please enjoy the following examples:

- Brand Development & Management
- Event Marketing
- Electronic Communications
- Client Marketing Campaigns
- Web Events
- Strategic Marketing Plans

brand development & management

One of your company's most important assets is its brand. A brand is the expectation or promise you create and fulfill to your market. How you are perceived by your clients, prospects, and even competitors, can influence the strength of your brand identity. Your brand should reflect the inherent values your firm embraces, and communicate those values to your clients and prospects each and every time you touch them.

Various tools used in brand development and management:

- Logo, Tagline, Mission Statement, Value Proposition, Business Cards, Letterhead, Fax templates, Email Signatures, Marketing Collateral, Company Website, Sales Presentation Materials, Case Studies, Magazines and Newsletters

case study: *brand development & management*

new brand identity for hr consulting firm

Buck Consultants, an HR Consulting firm, joined the ACS family in May 2005 with great enthusiasm. This transition gave Buck the opportunity to create a fresh, innovative brand identity that set it apart from its competitors and appealed to the next generation of clients.

- **capabilities brochure**
- **corporate website**
- **marketing collateral**
- **global magazine**

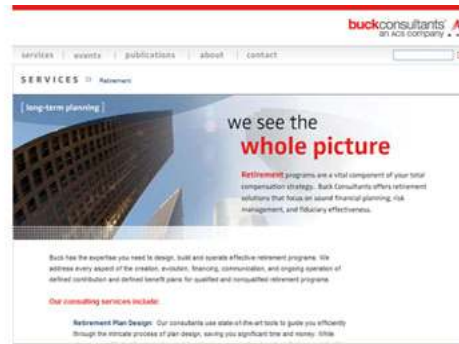
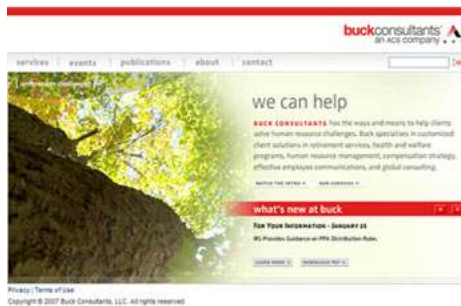
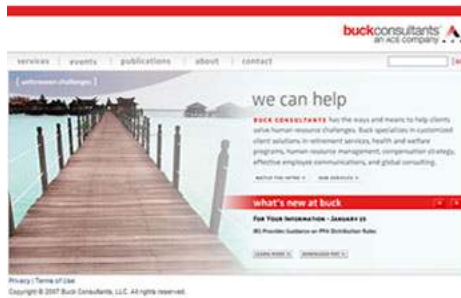
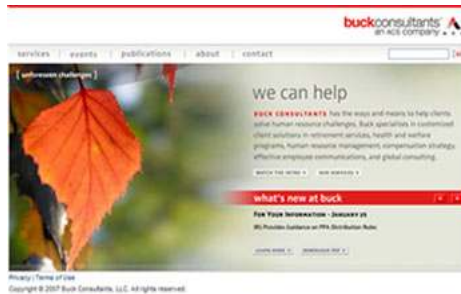
This case study was produced by Jennifer Farrington in her CMO position at Buck Consultants.



capabilities brochure

Buck's new image was launched in August 2005 with their Capabilities Brochure, which projects their passion for consulting and continued commitment to excellence. The brochure was received with great acclaim, as the 2004 MarCom Creative Awards Platinum Winner, honoring Excellence in Marketing and Communication.

This case study was produced by Jennifer Farrington in her CMO position at Buck Consultants.



corporate website

One of the cornerstones of Buck's new brand identity was the launch of the new corporate buckconsultants.com website. We gave it a new look and feel consistent with the capabilities brochure, and designed the architecture of the site to make it easy to navigate. Information about their services, events, and the company are at the public's fingertips.

This case study was produced by Jennifer Farrington in her CMO position at Buck Consultants.



marketing collateral

In order to communicate the details of their services in line with the new brand identity, we completely designed, wrote and printed Line of Business brochures and collateral pieces. Each brochure provides information on the individual services with each Line of Business, while keeping with the new image of Buck. Additional Information Sheets and Hot Topic Flyers provide in-depth details on particular products and services.

This case study was produced by Jennifer Farrington in her CMO position at Buck Consultants.



global magazine

As globalization becomes a greater factor in the employment market, Buck's *Global View* magazine is an increasingly important publication for employers. With its new, vibrant format, *Global View* continues to tackle issues that help employers facing increasingly competitive employment conditions, and keep them abreast of ever-changing laws and regulations that affect their global workforce.

This case study was produced by Jennifer Farrington in her CMO position at Buck Consultants.

event marketing

Nothing can substitute for a live event. Today, so much can be done virtually, making live meetings more relevant than ever. From initial creative concepting, to providing a choice of keynote speakers and entertainment, to running your meeting, we will partner with you to make your event memorable.

- Seminars
- Conferences
- Trade Shows
- Launch Events

case study: *event marketing*

silicon valley conference

The Silicon Valley Conference, in its 7th year, is one of Buck's largest annual events. In 2006, the conference was met with great anticipation following the introduction of the conference theme and identity. The "Future of Human Resources – Striking a New Balance" was spun into a lively series of animated invitations, printed brochures, conference materials and presentations that made a big impact with attendees. The strong agenda and speaker series drew more than 200 top HR decision makers, dazzling them with ways to find balance between employer and employee demands.

Attendee feedback on the conference:

- "The sessions were good, the overall marketing/organization well above average."
- "This conference was excellent. Very happy to have attended, great selection of companies and expertise."
- "First class event, staff exceptionally warm and helpful."



silicon valley website

Buck really wanted to shake things up for their 7th annual conference and really grab the attention of both current and potential clients. We developed an identity for the conference that adopted a vintage circus theme, at once both rich and playful. We designed the conference website with a custom eCommerce feature for registration and payment online, with a fun animated introduction to kick off the website.

Click here to enjoy the website:

[Silicon Valley Website.](#)



This case study was produced by Jennifer Farrington in her CMO position at Buck Consultants.



silicon valley animated invitations

As part of the multimedia campaign, we sent several animated invitations to Buck's clients and prospects. These invitations engaged the audience, and increased registration the day they were sent. The animation continued during the conference, with animated speaker backgrounds. Check out this [Animated Invitation.](#)

This case study was produced by Jennifer Farrington in her CMO position at Buck Consultants.



silicon valley hard mailers

The printed pieces for this campaign carried the theme into every component. A save the date postcard was sent, looking like an old playbill, while the speaker packets were hand made to perfection. The attendees were able to collect their collateral from the conference in a custom made foil printed bag. Take a look at the [Postcard Mailer](#).

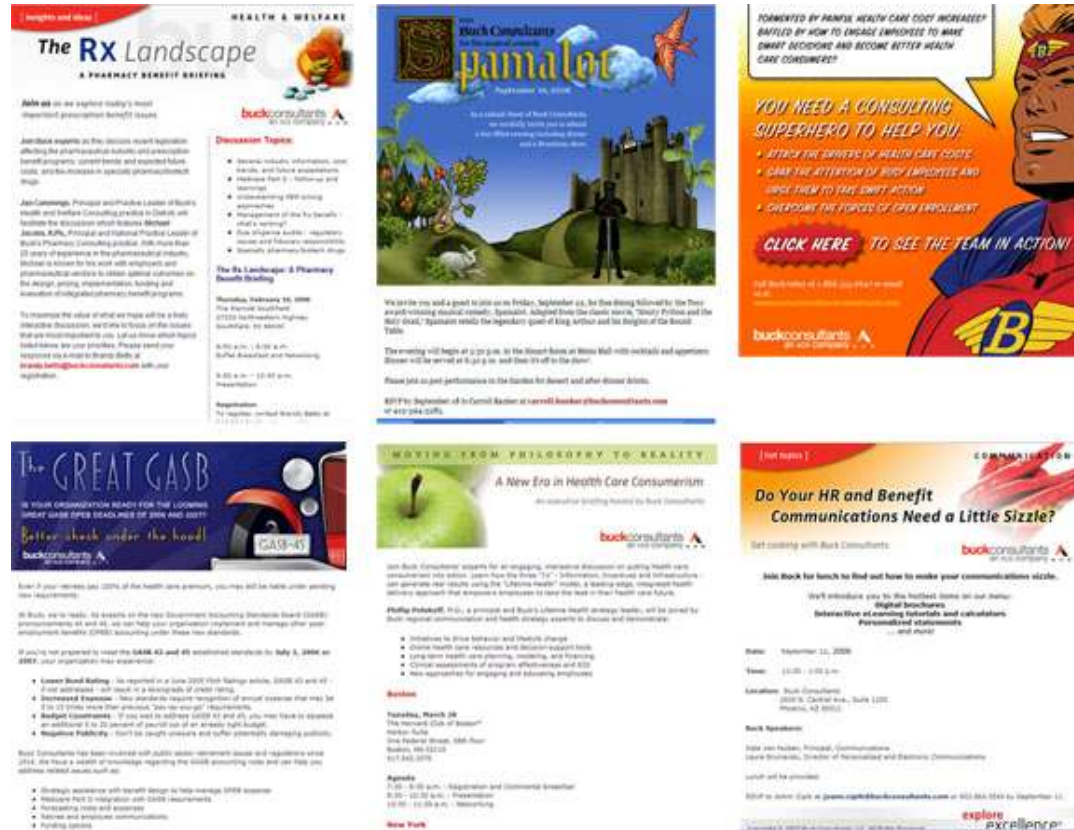
This case study was produced by Jennifer Farrington in her CMO position at Buck Consultants.

electronic communications

Utilizing one of the most quickly changing mediums to connect to markets and customers, we help companies develop electronic communication strategies to reach clients and prospects, educating them on our client's new products, services and events. We will help develop an email campaign to contact your clients and prospects to boost your sales leads.

- Can-Spam Compliant Email distribution of newsletter or promotion
- Design, write engaging emails and track results

case study: *electronic communications*



in touch with clients

Buck uses electronic communications to stay in touch with their clients and prospects. Emails are customized to the topic or event, some containing animation or auto-run presentations.

This case study was produced by Jennifer Farrington in her CMO position at Buck Consultants.

client marketing campaigns

We realize that the quickest way to grow revenue is to expand the services offered to your existing client base. By choosing a small list of targeted clients, we will help you develop a comprehensive 12-month plan, working with your sales team and utilizing the right mix of marketing tools, to deepen your relationship with your chosen clients.

- Various tools used in a structured template done on your behalf:
- email, direct mail, website, public relations, events, and other tools as necessary

case study: *client marketing campaigns*

explore excellence launch campaign

When Buck Consultants joined the ACS family, it was time to reintroduce the Buck name to their clients with a memorable client campaign. They invited their clients to explore what the new Buck Consultants could do with their ‘Explore Excellence’ package, branded with the Buck identity, including a compass, a GPS system and an international radio.

- Creative packaging for the mailing to our top clients and targeted gifts
- 2005 MarCom Platinum winner for Marketing Campaigns



web events

The internet makes contacting your clients and prospects much easier. Utilizing web-based technology, we can create on-line seminars (paid or unpaid) for you to speak directly to your marketplace. This is a cost-efficient way to have a meeting, without any geographical boundaries. Web events are easy to set-up and use, and maximize your marketing dollars.

case study: web events



educational webcast series

Buck reaches out to clients and prospects nationally through their educational webcasts. Buck thought leaders and industry practitioners confront hot issues facing executives and human resource professionals. Webcasts present quality, tactical information and offer a variety of educational tools to help improve performance and develop new skills. With the average attendance at 300 participants giving sales warm leads, Buck Webcasts prove to be a strong resource for HR professionals.

This case study was produced by Jennifer Farrington in her CMO position at Buck Consultants.

strategic marketing plans

Sometimes you need to take a step back from what you are working on and ask for a fresh set of eyes. We will analyze your current marketing programs see how effective your programs are in bringing in new leads and revenue. In partnership with you, we will develop integrated, strategic marketing plan that support defined opportunities and overall business goals. We will work with you to adjust what isn't working and adding new tools that make business development more streamlined and productive.

what we do

DEVELOP CAMPAIGN STRATEGIES

#	Business goals (check yours; link takes you to the media you can use)	Description/purpose of a marketing campaign used to reach this goal
1.	<input type="checkbox"/> Generate new leads	To generate new leads
2.	<input type="checkbox"/> Qualify leads	To better qualify and rank leads so you can segment them and then follow up based on their timeframe and likelihood of buying
3.	<input type="checkbox"/> Nurture existing leads	To communicate with leads that are in the pipeline but may not be ready to buy or take the next step; a nurturing campaign reminds them of your value and provides information that can help move them along
4.	<input type="checkbox"/> Direct sales	Close deals within a short time period – a campaign to encourage people to “buy now”
5.	<input type="checkbox"/> Brand	Increase awareness of your company, product and/or people in your market; associate the value you provide and what you

CAMPAIGN TYPE		INVESTMENT	QUARTER	EXPECTED ROI
Telemarketing	<input type="checkbox"/>			
Direct Mail	<input checked="" type="checkbox"/>	\$5000	2Q	\$20,000
Email Marketing	<input checked="" type="checkbox"/>	\$1500	1,3Q	\$30,000
Online Advertising	<input type="checkbox"/>			
Search Marketing	<input type="checkbox"/>			
Publicity	<input type="checkbox"/>			
Trade Shows & Events	<input checked="" type="checkbox"/>	\$5000	2Q	\$30,000
Traditional Media	<input type="checkbox"/>			

CHALLENGE:

WE NEED CONSISTENT MESSAGES FOR ALL OUR MATERIALS

DO YOU ALREADY HAVE MESSAGES IN YOUR LITERATURE OR ON YOUR WEBSITE?

- Determine which messages need to be improved.**

You'll evaluate how well your messages are conveying your competitive position, value proposition and brand strategy.

232: [Evaluate Your Current Messages](#) Develop your new messages.
- Create the foundation for your messages.**

This step will help you define the tone and other stylistic requirements you'll follow before you start writing.

233: [Message Requirements](#)
- Create your elevator pitch.**

The elevator pitch is the 30-second response to "What do you do?"

234: [Develop Your Elevator Pitch](#)
- Write your positioning statements.**

You'll use these 25-, 50- and 100-word statements in a variety of written materials.

23 FOCUS YOUR MESSAGE & OFFER

SALES PROCESS STEP/WHAT HAPPENS	APPROPRIATE MESSAGES AND ACTIVITIES FOR THIS STEP
No problems Business as usual – the company has no pain	<ul style="list-style-type: none"> If you can reach certain segments of the market that have a high probability for pain, then you can try to help them identify the pain. Otherwise, it may be too expensive to actively reach out to the market when no pain is felt. Instead, focus on companies that already know about their problem and are looking for solutions.
Identify problem Someone identifies a problem. It may come at annual planning time when a goal is established and the company realizes that it needs help.	<ul style="list-style-type: none"> Know or gather information about your prospects' typical planning cycles, contract expiration dates, trends, etc. Build partnerships and alliances with companies who can refer you to these prospects at the earliest possible stage
Validate problem/gain support The person who identifies the problem begins the process of gaining support to find a solution. May identify other areas that are affected by the problem.	<ul style="list-style-type: none"> Understand the needs of various departments within your prospect organizations and prepare sales tools to gain their support and buy in at the appropriate time. Some companies market to these "influencers" at high-value prospects
Research solutions The person begins to research potential solutions to the problem	<ul style="list-style-type: none"> Now that the person is beginning to research, you need to be "found." Identify all of the places where this person will research solutions and build your presence. Offer a white paper, seminar or other resource to help educate the person as they are researching solutions

OBJECTIVE: GENERATE NEW LEADS

SALES FORCE	OVERVIEW
<input type="checkbox"/> Cold calling	Reps find their own prospects or cold call from lists you purchase
TELEMARKETING	OVERVIEW
<input type="checkbox"/> Outbound calling	Use a team of telemarketers to call targeted lists and identify leads
INTERNET	OVERVIEW
<input type="checkbox"/> Online advertising	Run ads on targeted websites or email newsletters
<input type="checkbox"/> Email campaigns	Buy or rent a subscriber list and send a short but compelling email
<input type="checkbox"/> Organic search	"Optimize" your website so it appears on the search engines when prospects look for info you can provide
<input type="checkbox"/> Paid search	Buy "paid" or "sponsored" listings on search engines – they appear when users type in the keywords you've bid on
<input type="checkbox"/> Webinars	Create an online seminar and market it as a great source of information for potential prospects
<input type="checkbox"/> Viral campaigns	Create an email offer or story that's meant to be forwarded; encourage recipients to click through to your website
TRADE SHOWS & EVENTS	OVERVIEW
Trade show exhibits	Display in the convention hall at a trade show; potentially hold an invite-only or open event offsite
Seminars or events	Create a live seminar, educational breakfast or luncheon, networking or fun event to educate and identify new prospects
CONTENT	OVERVIEW
Direct or solution-oriented stories	Create a compelling story about your new product/service rather than sending out a standard press release; pitch to journalists
Distribute press releases (and size for the web)	Write standard and web-oriented press releases to announce your news; put them on website and distribute; use in sales materials
Speaking engagements	Give speeches or participate in industry-oriented panels during seminars, trade shows, etc.
ADVERTISING	OVERVIEW
Direct mail letters/cards	Briefly introduce your solution with a strong call-to-action. Or use the letter to say you'll be calling or emailing shortly – you may lift response on the second "touch"
Direct mail piece for particular campaign	Develop a brochure or custom piece and mail to targeted prospects
TRADITIONAL MEDIA	OVERVIEW
Print ads	Run ads in targeted journals, newspapers and/or magazines

strategic marketing plans

- Consultation and analysis of existing marketing programs
- Determine which existing programs provide real ROI
- Report of which programs to keep and areas for improvement
- Redefinition of client and prospect messaging
- Development of an overall marketing strategy tied to your business goals
- Creation of a tactical marketing plan utilizing; email, direct mail, website, public relations, events, and other tools as necessary

Give us a call and find out how we can help build your business and meet your revenue goals.

Palmer-Farrington, LLC

124 Catherine Terrace

Fairfield, CT 06824

P: 203.254.8556

E: hello@palmer-farrington.com