



CHALLENGE - RAPID GROWTH

Are your sales skyrocketing because of a new product? Sounds great, but is your marketing collateral up to the challenge? Is your web site prepared for new influx of additional customer needs?

Rapid growth is wonderful - but if you aren't ready for it, you can send the wrong impression. If you are excited about your rapid growth but need some assistance - look at some of our solutions! We would like to partner with you, to help you grow now and in the future.

ADAIR DIGITAL SOLUTIONS

We would review your current marketing collateral with your sales and marketing staff. Does your staff believe in the collateral you currently have, or is a change in order? Do you have marketing material for new products?

After careful review - we would present a strategy for a consistent look and feel for your material and the ability to update material in the future via versioning.

Printed Marketing Collateral

- Update all marketing collateral and create new collateral for all of your products.
- We would develop an order on-line system for your collateral for re-orders, order what you need and keep it fresh.
- We would create some of the collateral to allow for variable data printing for specialized presentations to large clients.

Web Site

- Design online PDF files for the entire product line – a simple 1-page document with valuable information regarding your product.
- For more in-depth inquiries we would create spec sheets and detailed documentation in PDF format.
- Change your web site to enhance the user/client experience. Better graphics and more details on products to augment the user interaction.
- Recommend complimentary products on each product page.