



## CHALLENGE - WANTS TO EXPAND PRODUCT LINE

Are you considering expanding your product line? Many companies expand their base of products to bring in new customers and sales. Often the marketing of the new product is not done simultaneously with the product development, however, it should be. How will you reach your target audience in this face paced, information overload world that we live in if your marketing message doesn't engage buyers?

If you are considering expanding your product line; let us partner with you on the marketing development.

## ADAIR DIGITAL SOLUTIONS

As you begin your exploration of expanding your product line, bring us in as a partner in your effort. Allow us to work with your team to understand how the product is being developed, who is your target market, what are your competitors doing, and how can we help you with your marketing efforts to help your new product embark on a wonderful life cycle.

There are many options available for new product announcement. One of which is an Integrated Marketing Campaign. Engaging new and previous clients in an online interactive format designed to deliver ROI and useful data collection. At the same time providing one-on-one interaction with sales staff and clients.

Printed marketing collateral is an option as well. It can be personalized with variable data printing or a mailer that announces the new product arrival. On this printed piece there is the option to use part of the Integrated Marketing Campaign to further involve the client to respond to a personalized URL.

Our staff can make your next product launch a success!