

Out&Out
Marketing®

Our economy is changing - we know you feel it. There is significant progress happening all across the US and the economy is making a comeback for the better. Your city is vibrant and upcoming. While growth is exciting and progressive, it also means *more*. More new business, more momentum with new jobs, more marketing support, and more revenue.

There are still so many unknowns with the changing economy and how long this surge will continue. With so much emphasis being put into building the American economy, this is the time to refresh, collaborate, and be disciplined so that you're prepared for this exciting future of your city.

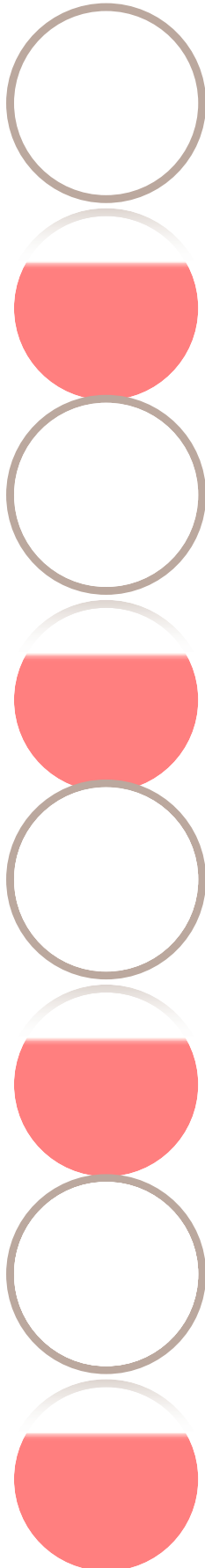
If you are ready to fine-tune your image within your tight budget, it's time to get a game plan with Dimalanta Design Group.

We understand the importance of collaborating with committees and departments to bring together cohesive branding and vision. DDG looks at your company as a whole - from your logo to your marketing budget and collateral. We create a map for you with our 360-degree marketing plan that considers your vision, identifies your unique selling proposition, marketplace position, and overall objectives.

DDG is so unique that you will find we don't have much competition.

Why is this, you ask? We have extensive knowledge and over a decade of specialized marketing experience within municipalities. We understand that you might not have a big enough budget to work with a big-name design firm. One of our strong points is being able to utilize any budget that fits the needs of your company.

IS BASED ON THESE 6 STRAIGHTFORWARD PRINCIPLES:



PRINCIPLE NO 1:

Sometimes, the thought of building and implementing a marketing plan can be paralyzing for small to mid-sized businesses. Already stretched thin, the idea of researching, planning, and executing your strategy can be so overwhelming that it can stop you in your tracks. Keeping your marketing strategy simple can help you overcome fear and head in the right direction.

PRINCIPLE NO 2:

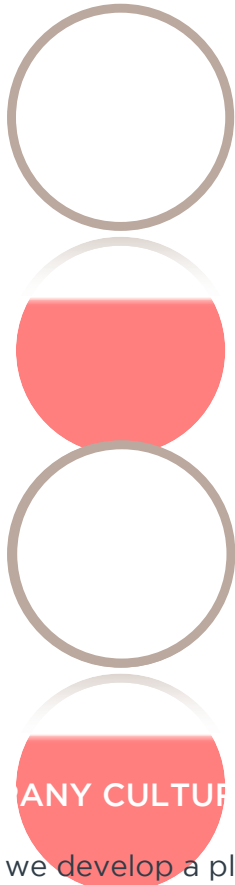
Your message may be engaging and memorable. Perhaps your research is compelling and insightful. But it won't matter much if your marketing strategies and tactics aren't completed and carried out consistently. Out&Out Marketing stresses the importance of applying the discipline necessary to make marketing a priority.

PRINCIPLE NO 3:

In marketing, a one-and-done strategy just won't work. It needs to be continuous. Think of your marketing plan as cultivating a relationship. If you went on a date one or two times with someone, you wouldn't sit home waiting for the marriage proposal, would you? Out&Out Marketing is perpetual. In other words, it's an ongoing conversation aimed at developing a relationship with your various audiences.

PRINCIPLE NO 4:

When asked who your target audience is, do you often reply "everyone?" If so, you're probably not effectively reaching anyone. Out&Out Marketing encourages specificity in determining not only who your audiences are but also what they're like and how they act. The more targeted your marketing, the more likely you'll have success.



PRINCIPLE NO 5:

Failing to ensure that your marketing materials are relevant for your audiences is equivalent to doing practically nothing at all. In today's fast-paced, multimedia environment, marketing communications must provide something of value or they will be ignored. Out&Out Marketing emphasizes the importance of providing relevant and relatable messages to engage your audiences.

PRINCIPLE NO 6:

Each of your customers desires to feel like your most important customer. When you have a small to mid-size business, you have the advantage of being able to develop personal relationships with your customers. With Out&Out Marketing, you can learn how to best connect and nurture those relationships. Doing so is pivotal to success.

Once we develop a plan of action for your company, it's time to look at your company culture. It's imperative to create a culture that embraces the execution of a plan and disciplined enough to follow through. You need a team that is dedicated to the success of the plan.

A plan that is misfired is not a successful plan.

A SWOT Analysis is a useful technique to identify the Strengths, Weaknesses, Opportunities, and Threats in the marketplace. Looking at not only your business with SWOT Analysis but also your competitor's to figure out what sets you apart and makes you distinguishable. What is the perspective of your current customers and also internally in your company's procedures? We start with the small, simple questions and continue to work up to more integrated, game-changing questions that will transform your company.

You're working with real, multidimensional people.

At the end of the day, you need to strengthen the relationships that you have with customers and employees. Dial down manufacturing talk, dial-up relatability to users and reps. Being relationship-driven and having a lean marketing plan that is consistent and systematic is only one half of the equation. If you don't know who you're targeting, you can't complete this equation. That's why it's so important to build strong relationships to know your customers and employees on a personal level.

Our staff of engineers at Dimalanta Design Group are dedicated and equipped to serve you with our Out and Out marketing® philosophy. From brand creation to website design, our aligned marketing strategies ensure that you will see an increase in business. We are systematic in our approach to design and can build a brand that faithfully represents your services.

We are eager to creatively collaborate and strengthen your brand. Contact one of our design engineers today at info@dimalantadesigngroup.com to see how we can best serve you.