

Communications & Multimédia Production

We offer a complete marketing communications service from marketing plan to implementation. We will identify the communication tools that are the most appropriate and economical to reach your target audience. Our understanding of the symbols, colors, and the vocabulary of this domain allows us to conceive powerful and targeted communications tools.

Publicity, Public and Community Relations

- ◆ Plan your media campaigns.
- ◆ Write your press releases.
- ◆ Develop your media relations.
- ◆ Create newsworthy events to attract media coverage.

Corporate Image

- ◆ Create your brand image: logo, trademark, mascot and slogan.
- ◆ Improve the look of your products and their packaging, and your documentation.
- ◆ Create a set of graphic and typographical standards for all your communication material.

Advertising and Promotional Material

- ◆ Create ads and promotional material, plan and purchase media placement for printed and electronic media.
- ◆ Create and produce all material which is printed, plastic, laminated, engraved, sculpted, (?), molded paper, wood, vinyl, or other)c.
- ◆ Design and produce your business cards, pamphlets, books, window displays, posters, signs, plaques and directional signage for inside and outside your premises.

Internet Marketing

- ◆ Design your website and HTML e-mails.
- ◆ Optimize and position your website strategically with search engines.
- ◆ Register your website with all the relevant directories.
- ◆ Create links to strategic partners.

Direct Marketing: postal and e-mail

- ◆ Send postal mailings and HTML mailings (resembles a web page).
- ◆ Buy or rent targeted postal and email lists.

Promotion

- ◆ Organize your contests and drawings with rewards and loyalty programs.
- ◆ Develop your presentation material and your point of sales displays.

Organizing Special Events

- ◆ Our team will organize all aspects of your trade fairs, exhibitions, workshops and conferences.

Audio Visual material

- ◆ Create and produce all your electronic communication material, such as Websites, HTML newsletters, Power Point presentations, training and promotional videos, radio commercials.

Benefits of a partnership with Communion

- ◆ Turnkey service, specialized in the wellness industry.
- ◆ Clarification of steps to take to develop your business, and marketing choices.
- ◆ Improved performance from marketing expenses.
- ◆ Increase in traffic and new customers.
- ◆ Targeted goodwill, and increased revenues per client.
- ◆ Better customer retention.



Communion

COMMUNICATION MARKETING
PRODUCTION MULTIMÉDIA



Entirely dedicated to
'Natural Wellness'



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Introduction

Communion is one of the only firms specializing in offering turnkey solutions in business development, marketing, communication and multimedia production to the natural health and wellness industry. We serve spas, retreat centers, publishers, schools, yoga studios, professional associations, therapists, speakers, professional trainers in personal growth and natural therapies, as well as health food stores, manufacturers and distributors of natural health products.

Our team is comprised of experts in marketing, strategic planning, business coaching, communication, public relations, advertising, multimedia production and event management ... everything you need to properly develop your business. With 16 years of experience in this domain, we have a profound understanding of this fast growing industry.



Our Methodology

Is to create for you a strategic development & marketing plan which is in synergy with your global mission, your financial objectives, your resources and your commercial environment. Then, we help you realize it systematically, efficiently and economically.

Our Approach

Is to render you self-sufficient through training in as many functions of your business as you wish, and to be available to execute only those items for which our expertise is truly needed.



Business Development

We will examine objectively all aspects of your business. We will develop a profound knowledge of your business goals, your product offerings, and their markets.

Global Strategic Planning of Your Business

- ◆ Define the mission of your organization.
- ◆ Establish short-, middle-, and long-term objectives and ensure organizational synergy.
- ◆ Write a strategic business development plan.

Business Coaching

- ◆ Provide moral support and continuous guidance with respect to prioritizing and day-to-day management decisions.

Marketing

We will develop a marketing strategy organized by short, medium, and long term goals, per your business objectives. To implement the marketing strategy, we will determine the steps, the cost, and the benefits of each option, and put in place the tools to measure the results. We will explore ways to improve your products and how they are presented and delivered to customers. In addition, we will help you grow your distribution network.

Creating the Marketing Plan

- ◆ Establish the plan, its objectives, the target markets, the theme, the schedule, the tasks, and the budget.
- ◆ Define the media tools and plan their production.

Market Research and Customer Retention Plan

- ◆ Carry out a customer satisfaction study to ascertain the perceived performance of all aspects of your products and how they are delivered and rectify all weaknesses.
- ◆ Develop a customer retention strategy.
- ◆ Execute market research studies and feasibility studies of proposed projects.

Amelioration & Design of Products / Services

- ◆ Improve your products and services
- ◆ Research and select new ideas, develop the product and do a feasibility study
- ◆ Establish a quality control system.

Distribution

- ◆ Optimize the existing distribution network.
- ◆ Prospect new territories and identify new markets and partners.

Training Your Representatives

- ◆ Develop a training program for your representatives in sales techniques, finding and retaining customers.

Sponsorship, Endorsement and Strategic Alliance

- ◆ Identify and establish complementary partnerships to create initiative that are mutually beneficial.

Marketing Tracking

- ◆ Through a questionnaire filled out by clients and employees we will collect the information necessary to analyze the efficacy and profitability of the various communication initiatives.