



innivity Maximize™

Custom Marketing Management Program



The future of your business depends on two activities: maximizing your relationship with existing clients and attracting new ones.

WHAT IS Maximize™?

Gain constant access to a team of marketing specialists who know how to reach your target.









Innivity has the expertise to make this happen with its customized proprietary marketing management program called Maximize™.

Maximize™ enables Innivity to work closely with you over a period of many months, essentially becoming your organization's personal marketing team, and specialists in strategy development, account management and implementation. As a result, we learn more about your business, its marketing needs and how best to fulfill them.

Maximize™ also offers the convenience of working with one vendor to plan, produce and implement projects, coupled with streamlined expenses and preferred pricing.

Your brand deserves to be in the spotlight. With Maximize™, it will be there.

YOUR CUSTOMIZED Maximize™ TEAM COULD INCLUDE THE FOLLOWING:

-  Account manager
-  Senior graphic designer
-  Website development and maintenance team
-  Production manager
-  Senior copywriter
-  Strategic planner
-  Public relations representative
-  Administration support



innivity Maximize™

Maximize™

Features

Marketing professionals

One contact for all of your marketing planning, producing and implementing

Structured campaigns; Focused messaging

Continuous support

Streamlined expenses and preferred pricing for print and promotional material

Benefits

Proactive—anticipate and prepare for unforeseen circumstances today

Time—give your organization the attention it needs

Results—achieve the marketing goals you desire

Stress-free—gain comfort in knowing that you have a team of professionals working with you

Savings—increase profit

The bottom line: a return on your marketing investment



**REQUEST A LIVE DEMO AND LEARN MORE
ABOUT Maximize™ TODAY!**

Maximize™ the Process

1. Situational analysis

We meet with you to discuss your organization, its existing marketing materials and future marketing goals.

2. Analytical research

We take a closer look at you, your market and assess behaviour.

3. The marketing plan

Creation of a customized marketing plan, complete with outcomes, budgets and timelines.

4. Creative concept development

A team of creative professionals will create the best solution to convey the key messages.

5. Implementation

Marketing tactics are put into action through a detailed activity calendar. (Media buying, direct marketing, brand revitalization, events etc.)

6. Assess results through analytics

Evaluation of your goals versus the campaign results of the marketing initiatives while further streamlining and implementing your marketing plan.

7. Future planning

Taking the results and building on their success through future marketing initiatives.

together achieving results



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