



MARKETING AND INTERNATIONAL BUSINESS STRATEGY



## *About S.B. Lemons & Company*

S.B. Lemons & Company is a strategy consulting firm. Our mission is to provide consulting services in the fields of marketing and international business. We help our clients grow.

Some of our clients seek to enter new markets (be-it domestic or international markets), while other clients aspire to deepen their relationships in geographic areas where they currently operate. Clients ask us to develop marketing and communications strategies in order to advertise their brand and to launch new products and services.

What makes S.B. Lemons & Company different—indeed special—rests on our strategic thinking, dedication to quality, and willingness to serve. Our strategy consultants bring a unique blend of brainpower, global experience, technical expertise, creativity, and passion to each client engagement.





## Strategy Consulting Services

### Marketing Strategy

We grow revenue and brands

- Strategy Creation and Development
- New Product Development
- Market Research
- Global Marketing
- Brand Management

### Marketing Communications

We connect you with your target audience

- Marketing Collateral Development
- Digital Marketing
- Social Media
- Website Creation and Re-design
- Public Relations
- Event Promotion

### Corporate Training

We teach marketing strategy

- Winning Marketing Strategy Training Seminars
- Winning Marketing Strategy Boot Camps
- Winning Marketing Strategy Coaching

## What you get

### A BRAND.

More of your target markets – “the right people” – know who you are, what you do, and what you stand for.

### MARKET SHARE.

You gain more customers or users of your product(s) or service(s).

### REVENUE.

You make more money.



# Marketing Communications Services

## Business Brand Package

Our marketing communications services help you grow your business by differentiating your organization's brand from the competition.

You gain a competitive advantage both online and offline.

### What's included?

- Logo Design
- Brand and Graphic Standards Guide
- Business Card Design
- Envelope and Letterhead Design
- Email Header
- Social Media Branding (up to 5 channels, e.g. Facebook, Twitter, LinkedIn, Instagram, Pinterest)
- WordPress eCommerce Website to showcase your products or services or both (up to 10 pages)
- Electronic Brochure (up to 7 pages)
- Copywriting for the Website and Brochure



## Brand Services

We provide on-strategy and on-message graphic design services.

## *Sample products and services:*

- Banner Stands
- Billboards
- Booklets
- Bookmarks
- Brochures
- Business Cards
- Buttons
- Car Magnets
- CD and DVD Covers
- Calendars
- Catalogs
- Door Hangers
- Email Headers
- Envelopes
- Event Tickets
- Flyers
- Greeting Cards
- Letterheads
- Logos
- Mugs
- Notepads
- Outdoor Banners
- Postcards
- Posters
- Presentation Folders
- Stickers
- Table Tent Cards
- T-shirts
- Tote Bags

## *Sample situations:*

- Book Signings
- Business Launch
- Catalogue Production
- Celebrations
- Community Meetings
- Conferences
- Event Promotion
- New Market Entry
- New Product Launch
- New Store Opening
- Political Campaigns
- Presentations
- Rebranding Initiative



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our clients grow.*

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