

Customer Contact

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Instinct Marketing and SensoryIT
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L & M Creative Ideas, LLC*



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Creative Marketing Solutions & Innovative Designs
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To: Marketing Manager

We would like to take this opportunity to introduce you and your staff to L & M Creative Ideas. Our company does business as Instinct Marketing Group, MAD Graphics and Printing and Sensory IT & Technology. Our new improved web sites will provide you with the best resources for marketing.

An L & M Company offers versatility and expertise in marketing, as we have successfully helped many companies with local and national campaigns just like yours.

We are a full-service Marketing Agency with advanced creative solutions in printing, graphics, advertising, design, architecture, real estate, accounting, technology and PR. We are your one stop agency.

We are ready to provide assistance with the following areas, with lowest price already determined.

Internet & Technology (Web sites, eLearning with flash, data base solutions and communication solutions.)
Promotional & Specialty (Calendars, sound cards, golf balls and many more gifts with your logo on it.)
Printing (Business cards, stationary, envelopes, flyers & postcards, brochures, notepads, forms and more.)
Graphic Design (Logos, charts, flyers, brochures, postcards, signage, brand continuity of your company.)
Advertising (Ad creation, ad placement and buying, campaigns and more.)
PR (Company awareness through publicity strategies, newspapers, magazines and TV.)
Incentive (Team building, hospitality staff, themed events, activities and more.)
Source HR (Quick books set up and maintained, via internet and office, reports and analogies.)

A creative and unique company, L & M Creative Ideas, LLC prides itself on innovative ideas. Just take a look at our proven track records, not only with start-up companies, but also with established companies.

We would like the opportunity of speaking with you to hear your ideas and challenges. We know we can help.

Kind regards from,

The Entire Staff At
L & M Creative Ideas, LLC

We Invite You to Visit Our Web Sites
<http://www.mad-inc.com/>
<http://www.landmcreativeideas.com>
<http://www.instinctmarketinggroup.com>
<http://www.sensoryit.com>

Marketing Strategy -

The Internet marketing strategy for the greater Phoenix area centers on a corporate branding identity that clearly defines our market niche in terms that benefit our customers. Other specific strategies that will be used follow:

Print Ads – We plan on running limited space ads in local magazines to keep our name in front of the customer. We may attempt to showcase a single product in an effort to return revenue from the ad. Our past experience shows good measures of response and generating cash flow. In the future, we plan on utilizing our own magazine and POP displays along with local print campaigns.

Press Releases – The local media relationships will be started right away with announcements of the grand opening and something special that we give to our customers and editors for promoting our company. AZ Republic, Scottsdale Tribune, New Times, etc, will be our first focuses. We will also be in contact with Radio, TV, magazine and Internet newsletters providing the latest and greatest releases on business news. We have a big surprise coming for the media.

Retail Sponsorship – Retailers can be persuaded into running the customers decal and logo in there store fronts in exchange for discounts on purchases and our free listings / technical support.

Decals / Plates – We will have decals and plates manufactured with customers logo. We will include decals with all orders shipped or you may pick up one free.

Apparel – We have several suppliers in the area that we would brand the identity with the customer's logo with caps, t-shirts, polo shirts, pens and any other promotional item. This kick starts your company by our customer seeing your name over and over again.

Grand Opening – A grand opening is the most successful of any in-store promotions. With manufacture support, a large number of door prizes can be given away while instantly building a mailing / email list. Loss leader pricing on a few high volume consumable products will attract more store traffic. Appearances by local celebrities would also expose potential customers to you.

Tradeshaw Kiosk Displays – Displays on how your company works will create branding and Internet awareness.

Word of Month – By giving first-time customers great service, the highest quality and a fair price, the word is sure to spread.

Identity / Branding – Creating a logo that is creative and young will reach the market we are after. Pounding the brand into the public is the execution. You have no other way of ignoring it if it's in your face yearly, monthly, daily and hourly.

Other – Billboards, Radio, TV, Email Blasting, Internet Shopping Cart, Store front and Signage, Kiosks, Internet Marketing, Business Development plans and Venture Capital.

Case Study – Direct Mail – We not only create dynamic graphics, but cost analysis from *Source HR*®

NOTE: All forecasts are hard money only. Business structures and costs are not figured in.
Ex: business structures, commissions, marketing, taxes, etc.

50000 Postcards - 5000.00
25000 Mailing lists - 1500.00
Postage / labor - .22 = 11000.00
(Not all postage has to be paid at once)

Total 18500.00 x 10% unforeseen = .36 each
(Cheaper than a stamp)

Worst case forecast on return is 1%,
mid being 3% and unseen being 10%;

Worst case forecast For Direct Mail

50000 x 1% = 500
500 x 10000 JE = 50000000 @ 45% profit = 22500000
500 x 20000 JE = 100000000 @ 45% profit = 45000000
500 x 30000 JE = 150000000 @ 45% profit = 67500000
500 x 40000 JE = 200000000 @ 45% profit = 90000000
500 x 50000 JE = 250000000 @ 45% profit = 112500000
JE = Job Estimate

You also have to figure you won't land every bid or estimate.