

NWC Marketing SERVICES



ABOUT OUR SERVICES:

Our marketing services include Graphic Design, Printing, Website Development and Promotion, Promotion and Publicity, Live Event Management, Industry Research and Direct Marketing services.

Graphic Design

Norris-Whitney Communications Inc. provides complete graphic services for clients in various industries. We look after design and production and can coordinate photography, printing and distribution.

We have extensive experience in producing corporate identification such as business cards, letterhead and catalogs as well as CDs, posters, calendars and brochures.

Direct Marketing

Norris-Whitney's extensive databases provide you with excellent coverage of all segments of the entertainment industry through postal mail, e-mail or telemarketing.

An effective promotional piece is created to transmit information, as well as create awareness and desire in order to gain a response from a target market. It can also be effective in branding or changing customer attitudes.

We provide design, production and printing of direct mail pieces and supply the relevant mailing lists and coordinate the mailing. From concept to delivery with no hassle for the client.

Internet Services

Norris-Whitney Communications has been involved in entertainment communications since 1979 and has been involved in on-line activities since 1982.

We offer complete web-site design, web development and promotion services.

We Also Offer:

- B2B and B2C e-commerce services
- Complete database design and maintenance services
- Domain name registration
- Search engine optimization and registration services
- Website hosting
- Website maintenance
- Social marketing planning and execution

Promotion & Publicity

Publicity is one of the fastest-growing marketing methods. In the communication age, it has become more important to communicate a clear message targeting a specific market.

Public Relations is designed to effectively communicate the client's message and produce a response.

Our public relations team opens up 2-way communication between our client's company and their audience.



We Provide:

- Media relations (radio, television, print, online, etc.)
- Social media liaison: (Facebook, MySpace, YouTube, etc.)
- Creation of communication material (media releases, media kits, pitch letters, contests, public service announcements, etc.)
- Media coaching
- Community and client relations



Live Event Management

We coordinate and manage all aspects of your event and keep an open communication channel to make sure everything runs smoothly.

We Provide:

- Time-line of events
- Appropriate venue
- Live music/live DJ
- Well-prepared food
- Courteous hosts
- Ambiance and atmosphere

Additionally, we offer marketing consultation that includes the following services:

- Strategic marketing campaign design
- Creating, coordinating and managing the campaign
- Live Event Management



Market Research

Establishing future direction for your company and its products or services is much more difficult with insufficient or no information on your target market. Effective market research can give you up to date information on your customers and their buying habits and intentions and what they think about your company, its products, services and people.

Using our extensive databases, NWC can conduct targeted, confidential research on any segment of the entertainment market. We will work with you to assemble a list of custom questions and compile and interpret the survey results.



With our 31 years of publishing experience, we have staff who can also gather and compile data from a wide variety of sources online and offline.

Let us know your needs and we will formulate a custom plan that will assist you in tackling future opportunities with a clearer direction.

