



# NEMRA Member Marketing Program

Strategic X Marketing is a unique B2B agency created in 2012 to support Manufacturers, Representative Firms and Distributors.

Focused in the electrical industry, our experience and relationships in the B2B sector will grab the attention of your target audience and move the needle.

We work strictly on a project-by-project basis. No contracts or long-term commitments required. Just straight-forward, to-the-point, effective marketing programs.

We are excited to be working with NEMRA and look forward to help expand your reach, increase the number of design projects and accelerate your sales.

Let's plan your next strategic move together.

Jennifer Hernandez  
President – Strategic X Marketing

**Increase Your Sales Capabilities  
Expand Your Messaging  
Generate More Activity**

Orlando, FL

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## Website Development

- User friendly, dynamic website
- Engaging templates and design
- Mobile optimized
- Search Engine Optimized
- Hot-linked to NEMRA Site



## Branding Package

- Logo design and branding
- Logo package web and print optimized



## Sales Tools

### Product Brochure

- Designed to promote three complimentary product lines
- Print and custom email options

### (Why Us) Sales Brochure

- Sales tool promoting your competitive advantages
- Print and custom email options



## Trade Show/Conference Support

- Booth graphics, table top displays and banner stands
- Press releases
- Marketing and sales collateral



## Automation Capabilities:

*schedule and automate delivery*

- **Email** - HTML & text emails
- **SMS** - Send scheduled SMS text messages from a shared shortcode
- **Social Media (Twitter, Facebook, LinkedIn)** - Send scheduled or fully personalized messages to a group of followers
- **Direct Mail** - Create export-ready files for print with full personalization, QR codes, and personalized URL's
- **Integrated CMS** - Segment contacts by job title, product or technology type, geography, company name etc...



## Email Marketing

- Format and segment customer database
- Email template design, content development, send and report
- Marketing automation/drip campaigns
- Sample kit request or quarterly news email programs

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Affordable marketing services and programs designed for you, the Sales Rep.