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Partnership for Marketing Services

Discounted Marketing Services & Programs for NEMRA members



About Strategic X

- Whether your goal is to increase awareness, gain market share, launch a new product or service, or generate leads for your sales team, Strategic X Marketing can quickly get you there. We are a full-service marketing agency that works on a project-by-project basis.
- No contracts or long-term commitments required. You will not find an easier team to work with – straight forward, to the point, effective marketing programs.

Why engage with Strategic X

- ✓ Over 15 years experience directly serving the electrical and electronics market
- ✓ No risk, the results you are looking for at an affordable price
- ✓ Full service, integrated marcom agency that helps you do more, with results you expect
- ✓ Straight forward, to the point marketing programs
- ✓ Very responsive team, of 18 members

What we do for NEMRA Members



Reps

- Enhancing Sales Tools and Strategies
- Improving Communication with Supplier Marketing and Development
- Decreasing Sales Cycle Time
- Improving Lead Quality and Quantity
- Developing More Effective Sales Support Materials

NMGs

- Increase Sales
- Increase Company and Product Awareness
- Increase Customer Base
- Develop/Repair Rep Network
- Expand Sales Channels
- Improve Lead Quantity and Quality
- Enter New Markets
- Launch New Products and Services

Sales Tools, Trade Show Support and more...



SERVICE	Email marketing Program - write design	Banner Stands - design and produce	Sales Sheets	Brochure 4 - 6 panel (11x17 folded)	Product Training Modules (voice over PPT) 7 - 10 screens	Press Releases	Digital Animation Videos - for new product launches	Web Site Visitor Tracking	
NEMRA Pricing	\$350 - \$650	\$850	\$500	\$1,500	\$2,000	\$950	\$2,600 - \$5,000	\$0.70 per Name	
	Exclusive cost savings of 40% for NEMRA Members.								

Website Development



Reps Members

Web Site – **\$4,500**

4 layouts to choose from
7 page sites

Includes content creation, coding, proofing and testing

Additional page **\$500**

SEO - **\$250** per page

Blog Page Creation - **\$500**

Posts **\$250/each** write and post

Monthly support and maintenance- **\$150 to \$350**

NMGs Members

Web Site Development:

Free Consultation

NEMRA NMG members – **40% discount**

Web Site Ad Ons

New Logo/Branding Package **\$1500**

Stationary (Business Cards, stickers, folders) **\$450** -Design/each -

Printing/variable

Line Card (PDF) - **\$500**