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NEMRA®

NEMRA® / STRATEGIC MARKETING

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

STRATEGIC MARKETING X

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 Quality
- 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	
Strategic X Pricing	$350 - $650	$850	$500	$1,500	$2,000	$950	$2,600 - $5,000	$0.70 per Name	
NEMRA Pricing		Exclusive cost savings of 40% for NEMRA Members.							

STRATEGIC MARKETING X

Website Development

Reps Members

Web Site – **$4,500 NEMRA - $**

4 layouts to choose from
7 page sites
Includes content creation, coding, proofing and testing
Additional page **$500** - **NEMRA $**
SEO - **$250** per page **NEMRA $**
Blog Page Creation - **$500 NEMRA $**
Posts **$250/each** write and post
Monthly support and maintenance- **$150 to $350 NEMRA $**

Web Site Ad Ons

New Logo/Branding Package **$1500** - **NEMRA $**
Stationary (Business Cards, stickers, folders) **$450** -Design/each – Printing/variable **NEMRA $**
Line Card (PDF) - **$500 NEMRA $**

NMGs Members

Web Site Development:

Free Consultation

NEMRA NMG members – **40% discount**

STRATEGIC MARKETING