



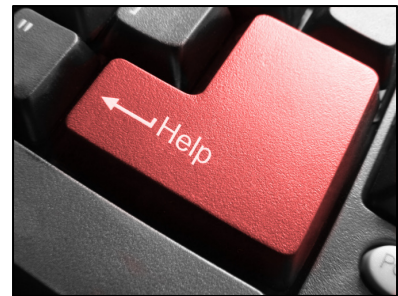
# EMS for Small Business™

EMS is for businesses that care,  
but don't have time!

RGM Communications provides **Easy Marketing Services™** for businesses that care about marketing communications (marcom), but don't have time—or expertise—to get it done. **EMS Basic** and **EMS Standard** help businesses manage and maintain effective marketing communications no matter the company size or other constraints.

## Why EMS for Small Business™?

- On-demand marketing and communications support that eliminates reactive, projects that waste money and wear you out
- Marketing communications that is strategic, consistent and creative
- An A-Team of experts that know various marcom disciplines, from writing and graphic design to Web development, media relations and crisis communications
- Gain the advantage of an on-call marcom team that has worked in corporate America (large and small), creative agencies, PR agencies, non-profit organizations and hundreds of industries, services and products
- Low monthly base, with added costs only when necessary and approved



The prospect wants us to visit them this Friday. We need a brochure, a PowerPoint too!

## What can EMS include?

- |  |  |  |
|--|--|--|
| Strategically oversee and manage your marketing and communications program | Get engaged with Gartner Group, IDC and other <b>industry analysts</b>                             | Create customer <b>case studies</b>                              |
| Write a <b>brochure</b>  | <b>E-newsletters</b>   | Build <b>A BLOG</b> and podcast                                  |
| Get ready for that trade show  | Keep all marcom activities on track, on time, and your marcom suppliers have a centralized contact | Make you a <b>published</b> knowledge expert in key publications |
| Announce your new product with a <b>news release</b>                       |                 | PowerPoint presentations   |
| Keep your <b>Web site</b> fresh and timely with new content                |  | Inform and educate employees                                     |
|  |  | Crisis communications  |
|  |  | ... and more   |

**What do I get and what's it cost?**

<b>Easy Marketing Services™</b>	<b>EMS Basic</b>	<b>EMS Standard</b>
<b>Monthly Deliverables</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>On-call marketing support</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Written strategic marcom plan</b>	No strategic plan, primarily tactics	<input checked="" type="checkbox"/>
<b>Activities, status and results: Meetings</b>	1 per month, usually telephone, could be face to face; if not needed, hours/time used for action items/to-dos	1 per month, usually face to face; if not needed, hours/time used for action items/to-dos
<b>Conference calls</b>	2 update calls per month, 15 minutes each (on average); if not needed, hours/time used for action items/to-dos	4 update/status calls (weekly), time as needed
<b>Summary report</b>	Written highlights via email, monthly	Written summary of results, activities and next steps, monthly
<b>Strategic counsel</b>	Tactical only	Strategic counsel and tactics
<b>Response Time</b>	Don't ever wait more than an hour for a voice or email response	Don't ever wait more than an hour for a voice or email response
<b>ENTER</b>		
	<b>Session 1</b>	
	<ul style="list-style-type: none"> <li>• Introduction &amp; expectations</li> <li>• Conduct marcom inventory with checklist</li> <li>• Q&amp;A, plus prioritize needs</li> <li>• Collect marcom materials</li> <li>• Schedule Session 2 and/or initiate action/to-dos</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction &amp; expectations</li> <li>• Conduct marcom inventory with checklist</li> <li>• Q&amp;A, plus prioritize needs</li> <li>• Collect marcom materials</li> <li>• Schedule Session 2 and/or initiate action/to-dos</li> </ul>
<b>ENGAGE</b>	<b>Session 2</b>	
	<ul style="list-style-type: none"> <li>• Finalize recommendations</li> <li>• Clarify priorities, specific to-dos, timelines and deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• Finalize recommendations</li> <li>• Clarify priorities, specific to-dos, timelines and deadlines</li> </ul>
<b>EXECUTE</b>		
<b>Marcom activities</b>	Activities vary, but often include writing, media relations, preparing for trade shows	Activities vary, but often include writing, media relations, preparing for trade shows
	<b>Bulk of time per mos. is here</b>	<b>Bulk of time per mos. is here</b>
<b>EVALUATE</b>	No official metrics or outcomes, but discussion on SWOTs	<ul style="list-style-type: none"> <li>• Monthly written summary report</li> <li>• Quarterly evaluation</li> </ul>
<b>Payment made ...</b>	Quarterly	Monthly
<b>Payment terms</b>	<ul style="list-style-type: none"> <li>• Pay to initiate the program, total paid quarterly at the beginning of each quarter</li> <li>• Invoice paid upon receipt</li> <li>• To end the program, 30 days notice required</li> </ul>	<ul style="list-style-type: none"> <li>• Pay total for first month to initiate the program</li> <li>• Pay monthly upon receipt of invoice</li> <li>• To end the program, 30 days notice required</li> </ul>
<b>MONTHLY PRICING</b>	<b>\$1,350</b>	<b>\$2,975</b>