

**Nicole Barker**  
**Barker Enterprises, Inc.**  
*Creating copy that doesn't croak*

**Value Proposition**

**Marketing Consultation Services**

*Use existing resources effectively.*

Barker Enterprises, Inc. helps companies like yours maximize their investment in their existing database through segmentation and programming. The goal is to get a client to a place where effective messaging means the most.

*Segment, segment, segment.*

Cultivating loyal customers is the most effective means of exceeding your current revenue targets. However, being a captain of complexity doesn't necessarily achieve results. Together we can identify key milestones along the relationship cycle that you have with your customer and tie in the proper communications that speak to each customer as an individual. Then we can pinpoint the proper message to motivate the next stage in your relationship.

**Copywriting Services**

*Deploy messages that build one-to-one relationships with your customers.*

When most compose haphazardly, good copy aims to band you and your customer together. With the help of Barker Enterprises, Inc., clients are able to deliver a clear message, in an inviting manner, in order to build a relationship and motivate a measurable response.

*Build a relationship based on information sharing.*

Your database is a useful reporter of all things in the past. Converting this information into forward thinking messages is an art. The goal of Barker Enterprises, Inc. is to let your customer know exactly where they stand in terms of your loyalty program and give them a clear pathway for both of you to achieve greater returns.

*Strengthen your brand by becoming three dimensional.*

Communicating who you are and what you stand for must take a three dimensional form. Your customer base may fall into a multitude of categories, each requiring a unique voice. Investors and vendors comprise your business relationships. Buyers seek different information based upon their level of familiarity with you. Different media also require different copy approaches. It's a complex marketplace where clear and differentiated copy can remedy one-dimensional imagery.

**Nicole Barker**  
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*One small step for copy, one giant leap for overall messaging*

**Client Testimonials**

*Nicole walks the tight line between professionalism and personable charm effortlessly. Her sense of humor helps deliver endearing messages that endure much longer than your average and staid business-to-business communications.*

**Sarah Kelly, Marketing Director, New Products, Amgen, Inc.**

*Nicole developed variable brochures for us that have helped to solidify our brand across six product categories, as well as provide a cutting edge tool for our sales force.*

**Michael Massari, Vice President, Las Vegas Meetings by Harrah's Entertainment**

*Nicole deftly distills complex and technical subjects down to clear and concise communications for a broad customer mix that includes laboratory technologists, financial administrators, physicians, and patients.*

**Doug Sweet, Vice President Marketing, Sales & Support, Celerus Diagnostics**

*Nicole has the unique ability to develop creative marketing collateral without overlooking the technical details. Nicole readily adapts to new subject matter. Her ambidextrous (right brain – left brain) marketing talent make her invaluable to an organization requiring impactful promotional materials in a highly regulated environment.*

**Martha Townsend, President, MarketReady Rx, Inc.**

*Nicole's timely turnarounds keep pace with the real-time marketing demands of our business. She anticipates our needs, her copy requiring minimal edits to custom-fit our audience and our offers.*

**Kyle Gawthorp, Database Manager, Harrah's Ak-Chin Casino & Resort**

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*Better letters for bigger returns*

**Product Portfolio**

**Direct Marketing**

- Highly segmented loyalty letters
- Postcard follow-ups
- Email campaigns

**Relationship Marketing through Rewards Programs**

- Top-tier communications
- Tier development and messaging

**Sales Support**

- Quick reference tools
- Brochures
- Web content

**Qualifications**

- **Direct Marketing Manager, Harrah's Entertainment, Inc.**  
Managed direct marketing efforts for Harrah's Las Vegas, Harrah's Laughlin, and the Rio
- **Product Manager, DakoCytomation**  
Devised and implemented marketing strategy for new products at a diagnostics company
- **Investor Relations Consultant**  
Established a new office for a financial communications firm. Launched client contacts and firm's reputation
- **MBA**  
Graziadio School of Business and Management, Pepperdine University

**Contact**

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