



Barker Enterprises, Inc.

helping you make the leap to multi-channel marketing campaigns

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. The first step is to sift through the database to see what it tells us about your market and your customers. Blend this knowledge with employee expertise and you can successfully begin to listen and serve your customers better. The trick is to harvest the data, create segments that are actionable and worth marketing effort and reinvestment.

Set triggers to mastermind multi-channel marketing campaigns.

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. It's not just about how customers can be grouped according to your needs, this requires constant observation of customers to inspire communications and activities that speak directly to their changing interests. With both perspectives, yours and you customer's, 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. Customers 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.



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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 makes 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

Nicole writes 'clean copy', as we used to say in the newspaper business. She knows how to persuade, she knows how to motivate, and she can turn around a first draft that dead on – which is why she's one of my favorite writers.

John Romero, Author of *Casino Marketing and Secrets of Casino Marketing*



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PRODUCT PORTFOLIO

Marketing Consultation Services

- Database Analysis
- Segmentation
- Marketing Team Training and Coaching
- Marketing Plan and Business Plan Development

Copywriting Services

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

Marketing Consultant, Barker Enterprises, Inc.

Active industry speaker and writer with over twenty clients served during five years of consultancy

Direct Marketing Manager, Harrah's Entertainment, Inc.

Managed direct marketing efforts for Harrah's Las Vegas, Harrah's Laughlin, and the Rio

Product Manager, DAKO Corporation

Devised and implemented marketing strategy for new products at a diagnostics company

Investor Relations Consultant, Fi.Comm

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