



MARKETING & COMMUNICATIONS

Merit's diverse menu of services, defined through Planning, Creativity, and Expression enable us to deliver effective full-service marketing and communications.

## PLANNING – Definition and Preparation for Effective Communications

- Comparative & Market Profiling
- SWOT and Value Chain Analysis
- Brand Strategies
- Outlook Forecasting
- Customer Asset Review
- Surveys, Questionnaires, Interviews
- Demographic & Psychographic Review
- Annual Communications Programs

## CREATIVITY – Imaginative Tools to Express your Story and Appeals

- Logo Development
- Copy & Script Writing
- Photography & Video Capture
- Video Production & 3-D Animations
- Printed Literature & Catalogs
- Tradeshow Environments
- Branding & Creative Definition
- Custom Website Design
- Programming Form & Function
- Illustration & Photo-retouchings
- Direct Mail

## EXPRESSION – The Science & Art of Transparency and Saturation

- Media Definition & Programming
- Mass Media Marketing
- Search Engine Optimization
- Trade Advertising
- Webinars & Blogs
- Public Relations
- Online Marketing
- Social Media
- Information Syndication
- Tracking & Performance Analysis