

# Corporate Vision

*“Our professional consulting team brings a high level of marketing services to businesses that crave superior quality. We have capable marketing consultants in a variety of disciplines that work with clients on a more personal level. When a company chooses to work with us they receive attention to detail and the results they expect.”*

*—Cindy L. Nemy*

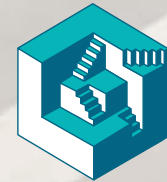


MARKETING  
PATHWAYS, INC.

PROFESSIONAL MARKETING SERVICES

STRATEGIC THINKING. CREATIVE IDEAS. RESULTS.

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# Why use a Marketing Consulting Firm?

## Use a consultant if you have the need for:

- Increasing sales through more effective marketing strategy and tactics
- Special expertise, skill or vision
- Outside marketing assistance
- Support with a special project
- Meeting an approaching deadline

Make the paradigm shift to a more effective way of achieving your marketing communications goals with a team of skilled marketing consultants.

## The Reasons So Many Choose Marketing Pathways

With over twenty-five years experience in marketing and sales management, Cindy Neky, Marketing Pathways, Inc. President, has the vision to help you achieve your goals. Once the proper direction for your business has been determined, we are able to tactically achieve those goals through the expertise of our senior-level consultants. Each consultant is chosen based on his/her extensive background in their discipline and the knowledge that they are able to bring to our clients. Because of the structure of our network we are able to provide these superior services within your budget.

Marketing Pathways, Inc. and the many consultants it utilizes is able to provide a wide range of businesses, from small to Fortune 500, the professional marketing services they require. We work with businesses in a myriad of industries, such as insurance, banking and financial services, business and professional services, manufacturing, education and various retail sectors. Our resources for providing a consulting team with broad experience to work with each of our clients are extensive. It would be difficult to duplicate this consulting group of professionals in any other setting.

Are you interested in creativity and something different? We continually provide our clients the individuality that makes them prominent in their industry. Our ability to brand a business in a way that effectively utilizes a strong positioning statement is key to our success.

We always remember that we work for you. No amount of experience is going to replace the ability to understand what you, the client, want out of your marketing. In the end, you are the decision-maker on how to market your business. We believe that our advice will be the solution you are looking for.

# Our Services

## Strategy

Branding  
Competitive Analysis  
Market Analysis  
Market Research  
Strategic Marketing Plans  
Sales Strategy  
Sales Training

## Marketing

Communications  
Advertising  
Brochures and Collateral  
Direct Mail Programs  
Newsletters  
Radio/Media  
Sales Presentations

## Marketing Public Relations

Community Relations  
Editorial Writing  
Event Planning and Management  
Incentive Programs  
Media  
Press Materials/Kits

## Market Research

Client Surveys  
Market Surveys  
Planning and Design  
Secret Shopping

## Direct Marketing

Database Marketing  
Direct Mail  
E Mail and Web  
List Acquisition and Management  
Telemarketing

## Web sites

Design  
Planning  
Programming  
Writing

## Graphic Design

Branding  
Brochures  
Corporate Identity  
Newsletter  
Positioning Strategy