



D O M I N I O N



SOUNDS
FAMILIAR?



WHY ARE WE
DIFFERENT?



WHY IS
MARKETING
IMPORTANT ?



(W.I.I.F.Y.)
WHAT'S IN IT
FOR YOU?



WHAT'S
INCLUDED?



LET'S RECAP
(W.I.I.F.Y.)



GETTING STARTED!



I really need a better way to get my business name out there.



I have decent traffic but it's not the exact clientele I want for my business.



I paid all this money for a website and I can't seem to get anyone to update it.



I wish I could drive my staff to be more aggressive with sales.



Why am I losing customers?



I'm not happy with my event agents, they are slow to provide details, and they don't properly promote.



Sometimes I feel overwhelmed.



I wish I had more time or someone to take care of the critical details.

SOUNDS FAMILIAR?

These are some of the concerns that many businesses are facing. Trust me there are a lot more questions out there, but in our experience, most businesses are plagued by the fact they need:



- More clients
- Time to focus on the business and its brand
- Actions that make marketing easier, almost automatic

It make sense to go with an organization that delivers. DMTI does it in a way that doesn't crush your budget!

About us:

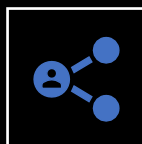
Dominion Marketing Technologies, Inc. is a specialized targeting entity, we have been in the business of marketing, developing, and growing others for more than two decades. We have extensive experience with E-marketing, Direct, Indirect Marketing and Social Media Management. We, also have extensive experience with Concert Bookings, Event Management, Club Promotions and more.

7

Key Reasons



DMTI offers cost effective marketing, less guessing and more knowledge of how your dollars work.



Comprehensive analysis that tracks patron's, sales contacts, & attendance.



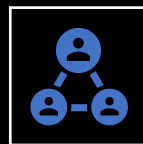
Production analysis that defines which employees are selling & how much?



A history of results, not promises.



A tier system that pays on results; we win when you win.



Full cycle marketing, from start to finish.



A single P.O.C for all your campaigns and alignments.

**“A MAN WHO STOPS
ADVERTISING TO SAVE
MONEY IS LIKE A MAN WHO
STOPS A CLOCK TO SAVE
TIME.”**

- Henry Ford

The life-blood of your business is marketing and your survival depends on how successful and cost-effective your marketing is. Your Marketing umbrellas Advertising, Public Relations, Promotions, Events, Business Brand, Sales and more. It's how you introduce, promote and maintain your target audience. Marketing is an absolute necessity; without it you are defeating any chance of surviving!

But I have a great product/service?

Having a great product/service is not enough your customers need to know about your business. Remember, without proper marketing, sales will crash, and your company will close. Aggressive and superior marketing is the reason why Coca-Cola is more popular than RC Cola. It does not matter how large or small your organization, you can't compete without breathing new life into your business. Staying visible, staying social, attracting new customers and having a strong focus on customer retention are the keys to your success with DMTI.

(W.I.I.F.Y.) WHAT'S IN IT FOR YOU?



Everything is in it for you! DMTI provides the much-needed time to take care of other critical details. While providing you the necessary research and data needed to stay on target and grow your business.



The advantage of having a partner that wins when you win. Pushing your brand, promoting, events, and sales. Managing your website, social media campaigns, creating and distributing marketing materials.



DMTI generates revenue and saves you money by discovering & implementing marketing plans, strategies, and tactics that work. We utilize a system of systematic testing and tracking that conserves your resources while yielding maximum growth.

WHATS INCLUDED IN OUR SERVICES?



DMTI, will drive your success! There is much that needs to be planned and implemented to make your marketing campaigns work. Our core services facilitates the type of positive drive and growth that makes great things happen!

WHATS INCLUDED IN OUR SERVICES?



Create and manage a marketing plan

DMTI does the legwork, the research, and analyses necessary to create a comprehensive plan and marketing strategy that will further facilitate business growth.

Provide marketing analysis

Even though many of our processes are internal we will share much of our analytics with your business. We do this to help you better understand the processes, targets, and goals. Because marketing is not an immediate turn-around and on the average, it takes about six months to see a significant turn-around we choose to include our clients in the details

Zone marketing

With zone marketing, we target nearby areas of your business and the patrons that are most likely interested in your product/services. We are very strategic in our marketing and maintain a true dedication to cost effectiveness and ROI.

Provide a static landing / information page about your business

Every business needs an online home and I'm not talking about Facebook or other social media. A core landing page can offer you analytics and opportunities that social media cannot offer. It's a great way to track who's interested, their location, and how widespread your reach is. It's also the best way to tell people about your business without restrictions. Also in the event, you decide to migrate the site to an e-commerce entity it can then be used as a source of additional revenue.

WHATS INCLUDED IN OUR SERVICES?



Create and manage a social media campaign

Social media is a great tool for communicating with your client base. We will build a professional customer-facing Facebook page, Snap Chat, Instagram, Twitter, Reverb Nation and other related social media. We also manage it and align it to your core website/landing page. Social media can be used to drive zone targeting, promotions, and other relevant forums to get people connected to your business.

Create and manage advertisements

DMTI is a full cycle marketing company and even with all the social media and online options available a business still needs to implement core advertisements. We can create your print, radio, and internet ads and in the event, it's needed your Television campaigns. Again, doing the research, the targeting, the creation, the implementation, management and tracking of any campaign we create.

Entertainment booking /events

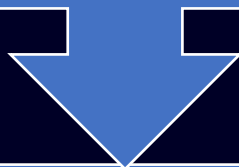
Give people a reason to leave another venue or their home by booking local to national events in any genre of music or activity. We handle the scheduling, the agreements and any other details necessary to produce the event. We also maintain the event calendar and the promotions for these events. Booking is not an easy task and doing it right takes serious detail and experience.

Track and manage sales data

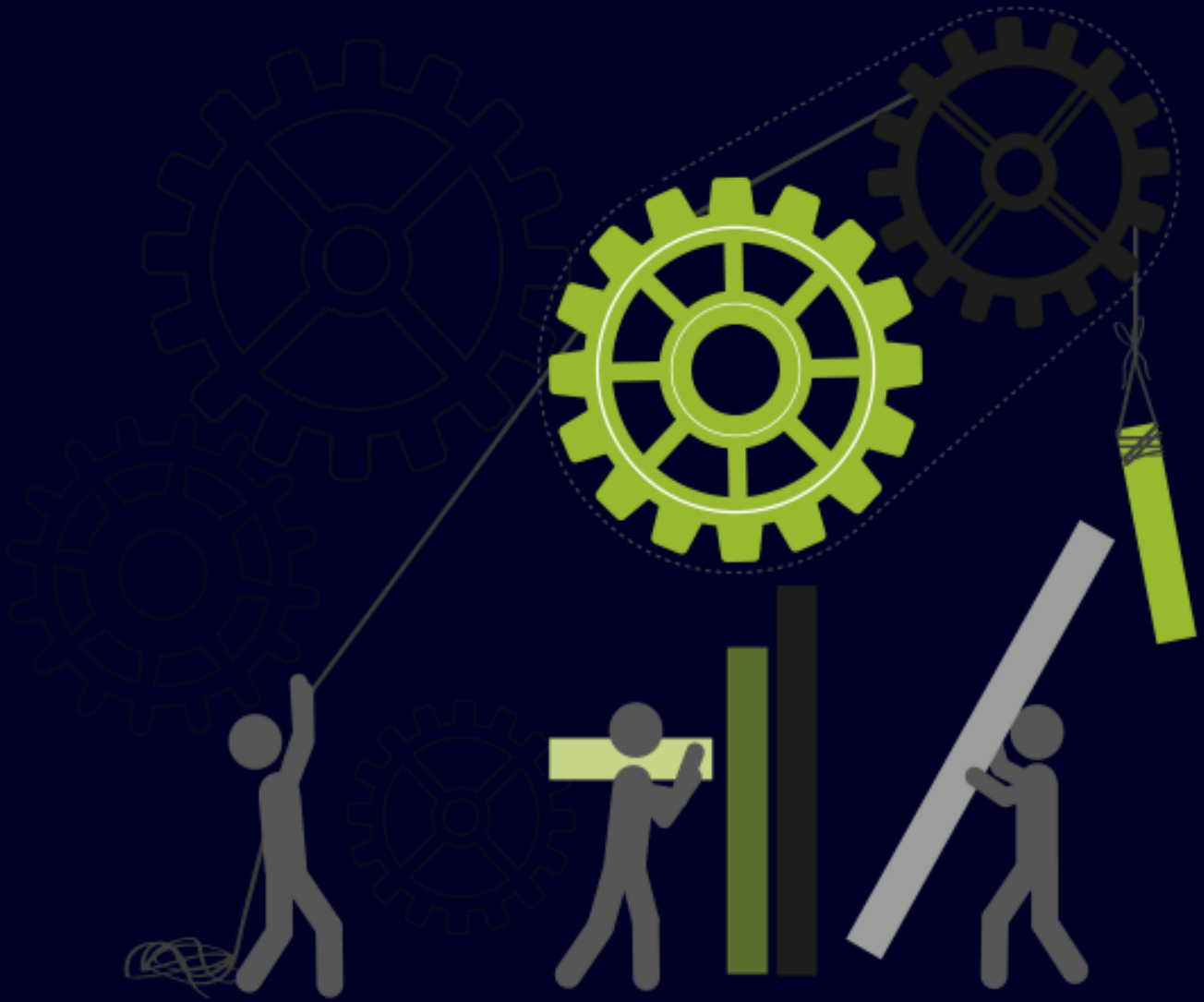
We track the sales data for the business and measure the growth rate of your business. We also align this data with marketing efforts to determine which campaigns are more effective and which campaigns yields a higher gain for the business. We also provide details on the metrics of your staff, their sales effectiveness, and all other necessary data needed to help facilitate the growth of your business.



To summarize , we offer services and advantages that not only save you time, but that also grows your business, keeping you ahead of the competition. DMTI does it in a way that's cost effective thereby driving up your margins and overall profits.



DMTI manages core functions and the details necessary for target fulfillment, this along with other proven and strategic executions, perpetually drives growth. Therefore, DMTI wins when you win!



DMTI does the research, creates the plan, implements the actions, manages the programs and finalizes the solutions. Website design, Social Media Management, Analytics, and all other related alignments are just some of the services that we offer in our marketing program.

Quick points

- Create and manage a marketing plan
- Provide marketing analysis
- Zone marketing
- Provide a static landing / information page about your business
- Create and manage a social media campaign
- Create and manage advertisements
- Entertainment booking / events
- Track and manage weekly sales /performance data



To get everything started, all we need to do is meet and have you share with us, your company vision, mission, goals, and key targets. Leave the complex branding and marketing challenges to us. Let us do the legwork, while you focus on the other necessary details and functions of your business.

- DMTI

407.801.9288

dominion-online.biz

strategic@dominion-online.biz



D O M I N I O N

**Using Real-World Experience
to Deliver Real-World
Results**

**dominion-online.biz
407.801.9288**