

THE BORENSTEIN GROUP^{CO}
MARKETING ■ BRANDING ■ PUBLIC RELATIONS

Making Creativity a Science.SM

ROI

Elements of Integrated Marketing Success

DEVISE

- Competitive Positioning
- Unique Value Proposition
- Sales & Marketing Strategy
- Product & Service Launch
- Channel Development
- New Market Entry Strategy
- Investor Strategy
- Creative Concept Development
- Web Site Optimization

Marketing Strategy

RETAIN

- Satisfaction Monitoring
- Loyalty Marketing
- Customer Newsletters
- Customer Training & Up-selling
- Referral Programs
- Testimonial Development
- Customer Appreciation Events
- Customer Relationship Management
- Customer Incentive Programs

Customer Revenues

SCOUT

- Prospect Intelligence
- Competitor Intelligence
- Customer Intelligence
- Industry Intelligence
- Investor Intelligence
- Mystery Shopper Program
- SWOT Analysis
- Market Share Analysis

Marketing Intelligence

CAPTURE

- Demand Generation Mailers
- Seminars, Webinars & Podcasts
- Video & Multimedia
- Trade Show Booths
- Customer Referral Programs
- E-Marketing
- Partner Recruitment Initiatives
- Sales Promotions
- Lead Qualification
- Marketing Kit Development
- Touchpoint Programs

New Business

EXPAND

- Advertising Campaign Development
- Sales & Marketing Collateral
- Web Site & Portal Development
- Social Networks & Web 2.0
- Business & Technical White Papers
- Corporate Newsletters
- Corporate Brand Identity
- Human Capital Communications
- Channel Marketing
- Search Engine Marketing Optimization

Market Awareness

CREATE

- Internal Brand Kickoff
- Thought Leadership
- Special Press Events
- Trade Media Kits
- CEO Presentations
- Sales Force Brand Training
- Executive Bylines & Speeches
- Blogs & Online Newsrooms
- Investor Relations

Brand Buzz

Experience a Smarter Way to Succeed With a Partner Who Understands Your Business.



BUSINESS-TO-BUSINESS & BUSINESS-TO-GOVERNMENT INTEGRATED MARKETING, BRANDING & PUBLIC RELATIONS

Experience The Borenstein Group.

Make your marketing count.

The Borenstein Group is the trusted choice of organizations that build, deploy and grow results-driven brands. Our entire agency is built around one mission—think and execute creatively for optimal Return on Investment. That's how we make your marketing count. That's how we make creativity a science. In the quest for results, The Borenstein Group is armed with a powerful arsenal: vertical market expertise, stellar creative delivery, and the strategic use of best practices—all aimed at bringing you meaningful, long-lasting success.

Hire a partner who connects the dots.

Bolstered by proven experience, The Borenstein Group delivers Integrated Marketing, Branding and Public Relations Services that empower clients to attain maximum value from every customer acquisition and retention program they undertake. Integrated Marketing means the application of competitive intelligence to campaign strategy and execution. Go to market faster, build thought leadership, reach key decision makers, and demonstrate visible ROI. It's an integrated pathway to the results your organization deserves.

Trusted Brands Trust Borenstein

High-Technology Experience

ADT
Airbus North America
ATSC
BCP International
Censeo Consulting
CR Software
eXMeritus Software
IBM
L3
Learning Tree International
Marconi
McNeil Technologies
Morgan Franklin
Northrop Grumman Information Technology
Pragmatics
Sage Software
SecureAlert
Serco
Smartronix
VT Services

Non-Profit Experience

American Chemical Society
American Society for Engineering Education
Commission on National Guard and Reserve
Council of Better Business Bureaus
Hispanic College Fund
Jewish Foundation for Group Homes
National Association of Federal Credit Unions
National Captioning Institute

Government Experience

U.S. Department of Defense
U.S. Department of the Army
U.S. Department of the Navy
U.S. Department of the Air Force
Defense Information Systems Agency
Special Operations Command
U.S. Department of State
U.S. Department of Commerce
U.S. Department of Labor
Environmental Protection Agency
Internal Revenue Service
Smithsonian Institute
National Science Foundation

Business Services Experience

The Burdette Smith Group
The FiscalHealth Group
Freedom Bank of Virginia
James Monroe Bank
LandIntel
Lara, Shull & May
Litman Law
Marlin Capital Holdings
Radiocat
STG International
Storage Village

Founder's Formula

The difference between art and science is the shift from speculation to verifiable conclusion.

In integrated marketing communications, both are essential. Creativity only succeeds when anchored by proven, quantifiable benchmarks. At The Borenstein Group, our methods are calibrated to produce measurable results and meaningful return on investment. Strategic campaigns that benefit the bottom line. That's our passion, our commitment, and our singular promise: making creativity a science.



Gal S. Borenstein, CEO & Chief Strategist

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