

Effective Marketing

is a delicate

balancing act

between

educating

the customer

and **selling**

the product or service.

well-defined
marketing goals

excellent marketing
communications

targeted customer
education

a strong
customer relationship
and increased
market share



That's your goal *and* ours.

Lawson Enterprises

We are a results-oriented, creative, certified women's business enterprise with thirty years of experience providing real world marketing services to clients worldwide.



Experience

LAWSON

Creativity

enterprises

Flexibility

LAWSON

enterprises

Marketing for the Real World



LAWSON

enterprises

Marketing for the Real World

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Why *worry* about the Real World?

Because you can't afford not to.

That's how we're different.

We're not just another marketing firm. We're experts in the field of building relationships –whether that's with buyers, upper-level management or the end consumer.

We're in the real world everyday working with the people who affect your ability to execute a seamless and successful marketing program.

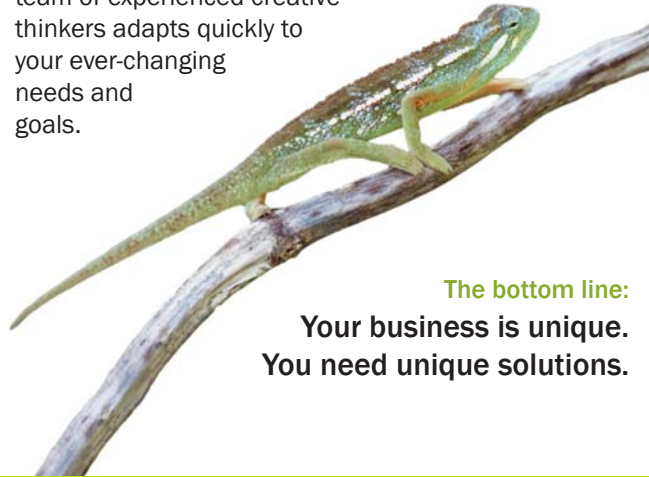
You want results; we can help you get them.



Our ability to build strong relationships is what sets us apart.

The only constant is change. -Heraclitus

The real world is dynamic, and our team of experienced creative thinkers adapts quickly to your ever-changing needs and goals.



The bottom line:
Your business is unique.
You need unique solutions.

We provide solutions based on the approach that all companies and products are unique and that their individual strengths and features need to be conveyed in a manner that is simple to understand and easy to retain.

It's an approach with 30 years of success behind it.

Just imagine what that approach could do for you.



REAL-WORLD MARKETING SERVICES

Turn-Key Retail Marketing

A soup-to-nuts solution that provides you with retail marketing expertise from beginning to end.

- Marketing program design
- Collateral material development
- Program implementation
- Information dissemination
- Training

Research

Unique information intelligence providing you with the insight gained from personal visits and one-on-one discussions.

- Product/Market Surveys
- Mystery Shopping
- Positioning & Brand Recognition Analysis

Marketing Communications

Professional print, online and interactive marketing materials that are in brand and on message.

- Brochures & Ads
- Sell Sheets & Datasheets
- Web Design
- Presentations
- Signage & POP Displays

Training

Customized, flexible training options that reinforce your marketing strategy and communicate your message.

- Internal or External Training
- Professional or Non-Professional Training
- On-site or Online Training
- Interactive Training Materials Development