Furniture Marketing Program

Strategy, Design, Content Creation, Media Buying and Digital Distribution are all areas where we can help your organization grow your business. 76West can work with your in-house team, or your existing third party resource. We can even act as your marketing and advertising arm handling all of the execution.

Below are 3 packages we have designed with your needs in mind containing examples of typical service offerings for each. **76West will work with you to create a customized solution that is appropriate for your business and specific market.**

Entry PACKAGE

If you are looking for a simple solution to help build awareness for your business and want to keep things uncomplicated, this package is for you. This prescription will give visibility to the promotions you are supporting as well as help keep your customers informed about what is happening in your showroom. Simple. Easy. Direct.

Elements of this package could include:

eBlast	**Web Advertising**	**Direct Mail**

Standard PACKAGE

Want to find new customers? We can help by enhancing your existing database. This solution allows you to extend your reach by utilizing SEO/SEM and social media to zero in on potential customers, allowing you to be laser focused with your marketing and capture your ideal audience more effectively.

Elements of this package could include:

eBlast	**Direct Mail (Traditional/EDDM)**	**Search Engine Marketing (SEM)**
Blog	**Newspaper**	
Web Advertising	**Search Engine Optimization (SEO)**	

Enhanced PACKAGE

Need a complete and balanced solution for your marketing & advertising program to help drive customers into your showroom? This approach provides you with a variety of tools to achieve maximum visibility and reach.

Elements of this package could include:

eBlast	**Direct Mail (Traditional/EDDM)**	**POP**
Blog	**Newspaper**	**Search Engine Optimization (SEO)**
Web Advertising	**Magazine**	**Search Engine Marketing (SEM)**
Web Updating	**Catalog**	

Complete Brand Solutions

Our consultancy works with you to create solutions to support your strategic goals. We will prescribe a smart balance of tools: Identity, Digital and Print solutions that successfully advance your business.

Advertising
Banner ads, Web
Co-op advertising
Direct mail campaigns
Outdoor ads, bus shelter
Outdoor ads, roadside
Outdoor ads, train station
Print ads, magazine
Print ads, newspaper
TV advertising endplates
Vehicle ads, bus
Vehicle ads, taxis

Branded Merchandise
Computer cases
Golf shirts
Golf umbrellas
Hats
Keychains
Mugs
Notepads
Paperweights
Pens/pencils
Sweatshirts
Stuffed animals
Tote bags
T-shirts

Content
Copywriting
Content Development
Content Marketing
Content Reuse
Content Strategy

Exhibit Systems
Banners
Floor displays
Posters
Trade show booths/exhibits

Forms
Bills of lading
Checks
Contracts
Distribution
Estimates
Human resource materials:
   employment applications,
   benefits
Invoices
Purchase orders
Returns

Identity Building Blocks
Business naming decision tree
Clear space requirements
Color:
   Primary and variations;
   positive, reverse, 4-color,
   1-color
Corporate typefaces
Correct and incorrect usage
Editorial style
Graphic signatures
Key messages
Logo
Personality
Photo or illustration style
Positioning
Personality
Primary color palette
Primary lockup
Product naming decision tree
Product names/logos
Secondary color palette
Secondary trademarks
Sizes
Sub-brand logo system
Supporting elements
Supporting logo system
Tagline
Tone of voice
Typography style

Literature
Annual Report
Booklets
Brochures
Customer case studies
Executive briefs
Flyers
International communications
International formats
Product catalogues
Product spec sheets
Sales catalogues
Stockholder communications
White papers

Packaging + Merchandising
Digital Media Packaging
Hang tags
Product labels
Product packages
Shipping cartons
Shopping bags
Video cases and labels

Phone Systems
Greeting Standards
Primary Outgoing Message
Voicemail style

Publications
Business partner/dealer
Customer magazine
Employee magazine
magazine
External e-mail newsletter
External print newsletter
Internal e-mail newsletter
Internal print newsletter

Signage
Building identification
Corporate flag
Decals on glass
Directional/Wayfinding
Exterior facility signs
Interior facility signs
   Lobby Directory
   Floor identification
   Stair identification
   Room identification
   Workspace identification
   Restroom identification
In-store displays
Monument
Parking
Point-of-sale materials
Skyline
Site marker
Traffic control

Special Events Print & Digital
Anniversaries
Charity sponsorship
Corporate Co-sponsorship
Product Launches
Sports sponsorship
Team or Games sponsorship

Stationery
Business cards, standard
Business cards, dealer
Business cards, international
Envelopes + Mail program
Fax covers
Internal memos
Labels
Letterhead system
Microsoft Office templates

Notepads
Press releases
Proposal format
Report format
Stationery, co-branded

Uniforms
Contractor badges
Coveralls
Employee badges
Hard hats
Jackets
Lab coats
Seasonal uniform style
Security
Service hats
Shirts/ties
Visitor badges

Vehicle Graphics
Aircraft
Blimps/balloons
Buses
Containers
Ferries/ships
Plant vehicles
Security vehicles
Service + Delivery Vehicles
Train cars
Truck liveries

Web & Interactive
CMS administration
Content/editorial style
Corporate intranet
Corporate web site
Direct e-mail programs
Division/group sites
E-commerce site
E-mail style
Information design
Interactive CDs
Multimedia presentations
Presentation
Site design and interface
Web page templates
Web advertising