

COMMONSENSE STRATEGIES GROUP, LLC. - INTEGRATED MARKETING STRATEGY (IMS)

Q. What Is COMMONSENSE STRATEGIES GROUP'S Integrated Marketing Strategy (IMS)?

A. IMS is a Marketing & Communications system that is based on an integrated set of tools, programs and platforms all working together – in part or in whole – designed to deliver on maximum effectiveness to help develop, grow, expand and brand businesses of all kinds.

Q. Is IMS a “one size fits all?”

A. No. **COMMONSENSE STRATEGIES GROUP** offers a FREE 45-minute consultation with potential clients in order to tailor our IMS to suit your particular business or organization and to ascertain the following:

- **Business (or Organization) needs, goals, aims and objectives and present situation (PS).**
- **What Social Media and/or Traditional Media best fits your business or organization**
- **How can we maximize your marketing budget to get the best possible outcomes and help businesses and organizations grow and expand**
- **Determining if COMMONSENSE STRATEGIES GROUP'S Integrated Marketing System (IMS) is the best possible fit for your business or organization**

Q. What Social Media Platforms do we specialize in?

A. Facebook (for business), Twitter, LinkedIn, YouTube and Instagram

Q. What is Traditional Media?

A. Radio, Newspapers, TV, Direct Mail, Bill Boards, Posters, Flyers and Newsletters. (**PLEASE NOTE:** We offer our clients a **SPECIAL CABLE TELEVISION** Commercial Program that is targeted, cost-effective AND builds client bases.)

Q. Why is Traditional Media important in the digital age?

A. For one thing they inspire **MUCH MORE TRUST** among consumers, clients and potential clients than Social Media that is all about **CONVERSATION(S)**. For another, they serve (for the most

part) niche markets and communities that rely on them for news, information, and updates every week. This is particularly true about local immigrant communities, especially those non-English speaking ones.

Q. What Marketing Plans & Pricing does CommonSense Strategies Group Offer?

A. We presently offer 3, 6 or 12 months plans for new customers. We'll review the plans after completion and propose a longer arrangement and collaboration based on performance. We also offer fixed pricing and ***a la Carte*** plans (where you can mix and match) that may offer the very best of both marketing worlds, in a manner of speaking.

Q. What is your reporting system?

A. Initially, we do monthly reports of performance, prognoses, projections and expenditures. This is designed to show your return on investment (ROI). However, for long-term plans 12 months and over, we set up periodic reporting. ***ALL*** our clients also get a FREE 45 minute monthly meeting/discussion period to update and seek more information from our clients as part of our program.

Q. What other services does COMMONSENSE STRATEGIES GROUP, Llc offer?

A. Through our collaborations with other business entities that we have Memoranda of Understanding (MOUs) with we offer the following additional services:

- **Website Design & Management**
- **Market research & analysis**
- **Video/Photography and Television AD creation**
- **Podcast Advertisements (on CommonSense Strategies two sponsored programs – **BTS: Business Technology & Social Media** aired every Saturday at 1PM and **The Roberts Report** aired every Sunday at 1PM. They are 30 minute long programs.**

Q. Why choose COMMONSENSE STRATEGIES GROUP as your Marketing Agency?

A. Over 20 years of professional media and communications expertise and experience. Ability to manage diverse businesses and portfolios. Collaboration partners allow us to offer our clients a set of related services and disciplines in ONE SHOP. Proven track record of helping businesses grow and expand in 12 to 18 months. Lots of FREE value added, e.g eMail Marketing/targeted lists etc.