



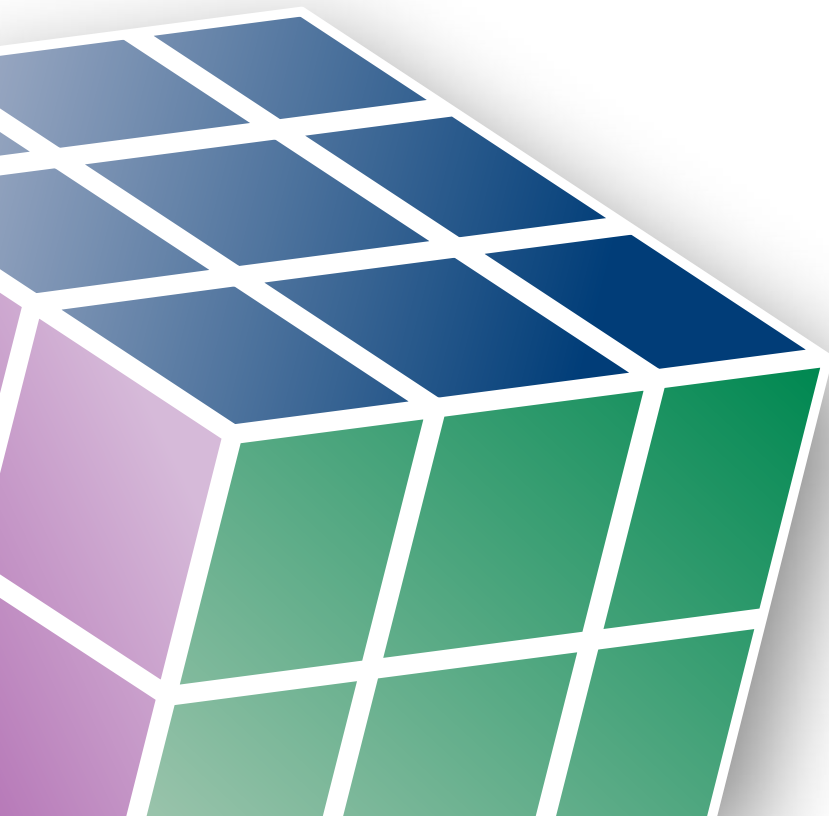
Ready.



# Ready.

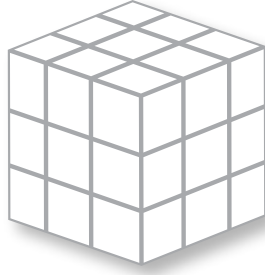
- Understand your customers
- Develop strategies to grow your business
  - Execute your program objectives

MISIX, Inc. provides innovative marketing services that are intelligent and economical. We are able to fully customize and integrate our service offerings to suit your business needs and budget.



[www.misixinc.com](http://www.misixinc.com)  
847-245-4188

Contact us today to receive a free proposal.



## STRATEGY

Nearly every business is sitting on a fountain of untapped sales and profit potential. MISIX has developed a methodical approach to maximize these unrealized opportunities. We have the processes and expertise in place to research and identify areas of growth potential, additional market opportunities, competitive threats and weaknesses, operational efficiency and more. We work closely with you to develop a customized and detailed marketing strategy. As a reliable and experienced partner, we can help you confidently make the right decisions to move forward.

## BRANDING

A company's brand is the most valuable asset, even more powerful than the product or service. Brand is defined as a promise, an employee and customer experience—enhancing the company mission. A strong brand strategy will separate your business from the competition and leave a lasting impression on your employees and customers. MISIX uses an integrated strategy of research, design, messaging and technology to develop a brand that reflects your company's mission and values. This process is essential for business success. Your brand is your vehicle to customer loyalty.

## RESEARCH

Market growth in any business starts with your customers. At MISIX, we combine the 'what' and 'why' data to provide you with invaluable insight into customer preferences, decision-making processes, market environments, price sensitivity and more. While achieving your financial objectives, we will collaborate with you from plan to execution and provide an accurate understanding of your current and potential customers, as well as existing and emerging competitors. The results allow you to make effective business decisions, increase your market share and exceed customer expectations.

## ECONOMICS

Evaluating and measuring cause-and-effect relationships between industry-specific variables and business performance puts your business in a position to control its bottom line. MISIX identifies factors comprising your business's economic environment—calculating the level of interaction between these factors. This gives you the advantage to react quickly to changes in your environment, mitigate potential problems and capitalize on prospective advantages. Using market research, our analysts also can measure the efficacy of brands, promotions and other marketing programs to ensure goals are met efficiently.

## CREATIVE

The shift to information overload in today's society has made engaging your target audience more challenging. Finding that differentiator takes strategy and creativity. MISIX uses a dynamic team of marketing and design experts to develop innovative and effective creative solutions that deliver. From advertisements to displays to web design and everything in between, we determine the most valuable channel for your communication—creating artistic appeal that makes you stand out from the rest.

## PROMOTION

Promotion is a communication tool that will help your company execute program objectives by strengthening the channels of communication to employees and customers. Every organization has a necessity to communicate services, opportunities and messages. Our expertise helps determine which communication method drives the most effective results tailored to your needs. Whether it's print, web, events or experiential marketing, MISIX offers an array of services tailored to your needs to get the best bang in your promotion.

