



What You Do

Just fill out this form, or send us your own format.

WHAT

I need to promote:

- An existing product or service
- A new product or service

WHO

An ideal person for this product is:

NAME OF INDIVIDUAL _____

- Complete stranger
- Prospect who knows us
- Current client

HOW

I'll get the message to this person by:

- Printed materials
- Web, email or multimedia
- Face to face (meeting or event)
- Mass media
- Other _____

As a result, this person will:

- Understand something new
- Request more information
- Buy something or upgrade

WHEN AND HOW MUCH

The campaign will reach him/her by:

____ / ____ / 2005

Reaching him/her will cost me:

\$ _____ (x ____ people = \$ _____)

This person is worth to me:

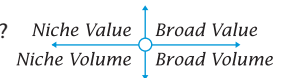
(\$ _____ x ____ referrals = \$ _____) x ____ people = \$ _____

What We Do

We'll deliver a competitive proposal to drop the best message into the laps of the right audience. Moreover, we'll give you the knowhow to steer and measure future campaigns.

BRAND BUILDER

Let's avoid the "so-what" factor by making sure your offer hits home with your audience. What's truly unique about your offer? And are you touting benefits rather than a list of features?



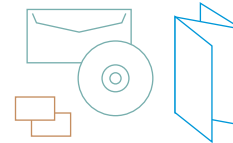
CLIENT BUILDER

Realize that over 80% of your revenues come from 10-20% of your customers. We call these guys "clients," and they're hungry for value. Our marketing and design will keep them fat and happy, and will bring in more just like them.



CAMPAIGN BUILDER

In order to get maximum eyeballs, timing is everything. If prospects are not at the purchase point of the buying cycle, don't bombard them with pricetags. Likewise, if they're ready to buy, give them a time-sensitive offer or a loyalty program. That said, we'll keep the process as simple as ABCDE.



- A. Awareness
- B. Buy-in
- C. Commitment
- D. Dedication
- E. Evangelism

Samples: targamedia.com

REVENUE BUILDER

Wouldn't it be nice if there were pricetags on the foreheads of each of your prospects even before you ran the campaign? Then again, wouldn't it be a gamble if there weren't?



- A. \$0.58 Value
- B. \$6.25 Value
- C. \$36 Value
- D. \$500 Value
- E. \$2500 Value

Marketing Services

Planning, assessments, competitive analyses, campaigns, client profiling:

- > Customer list purchases or refinements
- > Strategic media buys and placement
- > Marketing plan generation or refinements
- > Client profiling and modeling
- > Purchase tracking and revenue report generation
- > The Boxer™, Revenue-building consultative process and spreadsheet

Creative Services

Graphic design, copywriting, brand development, Web/multimedia, print:

- > Brand Development: Logo design and selection process, usage guidelines
- > Collateral Design: Internal materials, stationery
- > Print Media Development: Sales materials, media kits, direct mail
- > Electronic Media Development: Web, email marketing, CD-ROM, rich media
- > Placed Media Advertising: Publications, radio, TV, trade journals, outdoor, etc

Software Services

Custom software development, pre-built modules, and off-the-shelf systems:

- > IQ Central™: Online Marketing Suite
- > T.Host: Shared or Collocated Web Hosting
- > T.Edit: Web Content Editor
- > T.Search: Site Search Functionality
- > T.Store: Online E-commerce
- > T.Wire: Email Newsletter
- > T.Book: Online Registration
- > T.Scheduler: Calendar and Auto-Reminder
- > T.Promo: Search Engine Promotion

SERVICES

LET TARGA MEDIA BID ON YOUR NEXT PROJECT. CALL 801-746-0070

307 W. 200 S. SUITE 1002 — SLC, UT 84101