

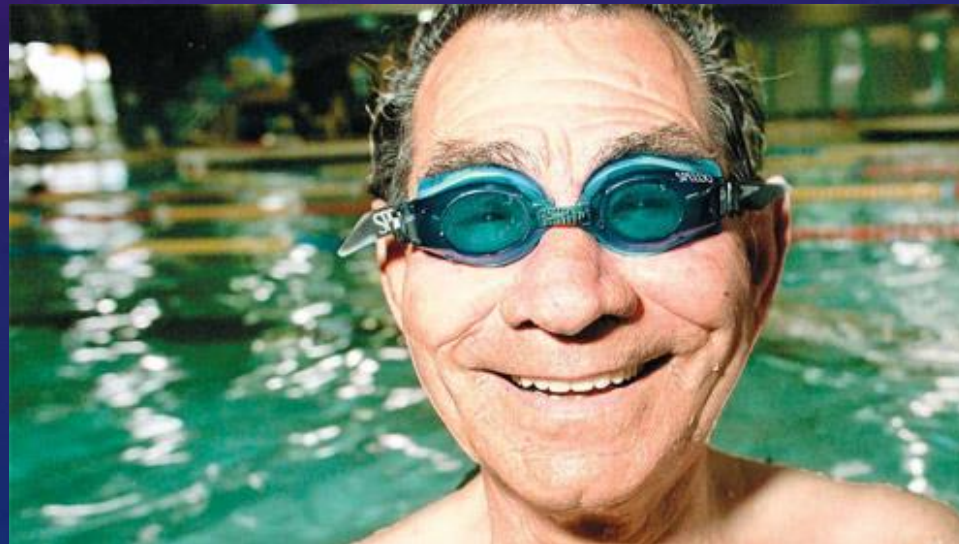


WHAT IF WE DEVELOP A MARKETING STRATEGY THAT
MEETS HOW CONSUMERS WANT TO LEARN AND HEAR
ABOUT A PRODUCT OR SERVICE

PEOPLE ARE WIRED TO TRUST A THIRD PARTY
RECOMMENDATION MORE THAN SOMEONE TALKING
ABOUT THEMSELVES.



OUTREACH MARKETING IS ABOUT FINDING THE
PEOPLE THAT ARE ALREADY TALKING GOOD THINGS
ABOUT YOUR BRAND, AND HELPING THEM
TELL THE STORY.



GREAT OUTREACH IS BRINGING A CONSUMER INTO
YOUR BRAND INSTEAD OF A ONE WAY EFFORT



OUTREACH SHOULD DITCH 'ONE AND DONE'
STRATEGIES AND EMBRACE ONGOING RELATIONSHIPS.



BE INFORMED

INNOVATIVE OUTREACH SEEKS PEOPLE OUTSIDE
OF YOUR BOX TO TELL YOUR STORY.



OUTREACH TAKES INTO CONSIDERATION HOW CONSUMERS TALK TO EACH OTHER AND WORKS WITHIN THOSE REALMS OF COMMUNICATION.

