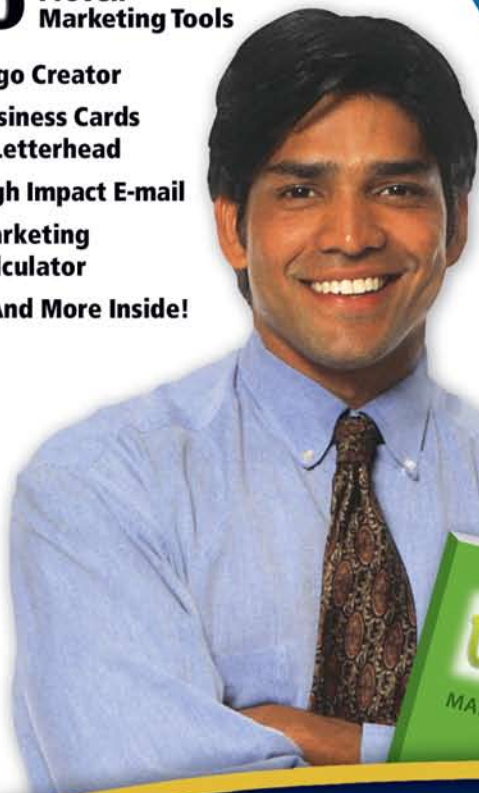


Individual  
SOFTWARE

## 10 Proven Marketing Tools

- ✓ Logo Creator
- ✓ Business Cards & Letterhead
- ✓ High Impact E-mail
- ✓ Marketing Calculator
- ✓ ...And More Inside!



SALES GROWTH

SUCCESSFUL MARKETING

MARKETING PLANS

The ultimate collection of marketing tools to grow your small business!™



# Marketing Advantage™

DELUXE EDITION

## Marketing Advantage

DELUXE EDITION



Give your small business a competitive advantage with the ultimate collection of proven marketing tools. Take your small business to the next level!



Marketing Advantage gave me a new and effective way to put together a marketing plan I could easily follow. I've developed new strategies and activities. The bottom line, my business is growing!

— Bryan Kennedy, Entrepreneur, Dallas, Texas

It's a new day in marketing, with online networking, blogs, Facebook®, and faster ways companies are connecting with their target audiences. The tools in Marketing Advantage have helped us embrace these new marketing avenues and excel.

— Stephen Sanchez, Small Business Owner, Tucson, Arizona

I'm amazed that we are able to perform so many marketing functions in our small business. This program is like having a mini ad agency without the fees. Wow – this is really helping us present our services as top notch professionals!

— Sarah Ward, Professional Services Firm, Boston, Massachusetts



Over \$250 Value!

If purchased separately\*



Biztree

TemplateZone.com

10 Marketing Tools to Help Your Business Succeed!

### Marketing Plans

Build a comprehensive marketing plan for your business.

### Market Analysis

Identify the key characteristics of your market and target opportunities.

### Surveys

Find out what your customers think of your products or services.

### Marketing Calculator

Use precise marketing calculations to run your business profitably.

### Logo Creator

Quickly create memorable logos for your business cards, letters, and website.

### Business Cards & Letterhead

Design and print professional business cards and letterhead in minutes!

### Press & Public Relations

Build your business through key communication channels with the media.

### High Impact E-Mail

Attract new customers with professionally designed e-mail campaigns.

### Marketing Publisher

Create professional flyers, brochures, newsletters, and advertisements.

### Postcards

Design attractive postcards to promote your company and products.

## Marketing Plans Help You Succeed!

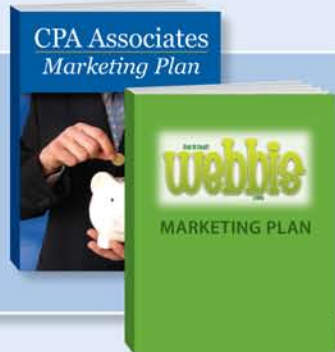
# Everything You Need to Build a Marketing Plan For Your Small Business

Today's business managers know that without good marketing and sales techniques to bring dollars into the business, they will not succeed. **Marketing Advantage** gives you the resources you need to build your business and receive the maximum return on your marketing expenditures.

## Marketing Plans

Easy-to-use plan maker guides you through all aspects of building a comprehensive marketing plan for business success and profitability.

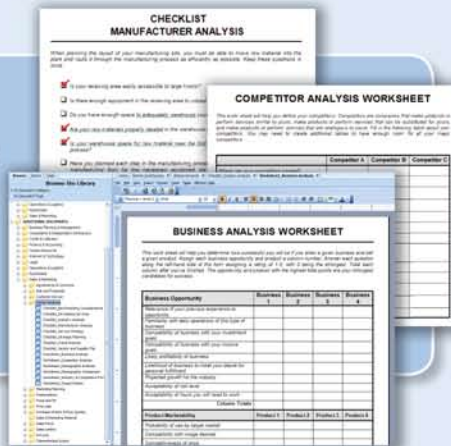
- ✓ Write a powerful marketing plan.
- ✓ Share your plan with investors, partners, and employees.
- ✓ Get started quickly with easy-to-follow prompts.



## Market Analysis

Identify the general characteristics, size, and trends of your market. Evaluate the competition and target opportunities for market penetration and growth.

- ✓ Checklists for benchmarking and trends.
- ✓ Worksheets to analyze competition, demographics and target markets.
- ✓ Business Analysis Worksheets to help you identify product strengths.



## Calculate Your ROI Before You Invest!

## MARKETING PLANS

## Surveys

Improve your business relationship with your customers by asking them what they think of your product or services and how you can improve in order to serve them better.

- ✓ Develop a targeted survey for your customers.
- ✓ Set survey guidelines and procedures.
- ✓ Measure results and implement change.



## Marketing Calculator

Get precise marketing calculations to set budgets, determine return on investment of marketing expenditures, and run your business profitably.

- ✓ Performs over 70 important marketing functions.
- ✓ Run ROI on specific marketing activities.
- ✓ Calculate budgets for marketing expenditures.



“It was very easy for us to analyze all areas of our business, including obstacles, competitors, and opportunities. We created a solid marketing plan which is our ‘roadmap’ for success!”

— Susan and David Tuttle, Entrepreneurs, Phoenix, Arizona



## Effectively Promote Your Business!

# Build Your Image With Strategic Branding

You need powerful tools to set the course for your business image and identity. **Marketing Advantage** has everything you need to create company logos, business cards, letterhead, press releases, and other collateral materials to effectively promote your business.

## Logo Creator

Successful branding starts with professional logos. Quickly create custom logos for your company business cards, letters, website, and more.

- ✓ Design your own logos from 50+ templates.
- ✓ Quick and easy to use—no design experience required!
- ✓ Professional logos and high-quality resolution.



1. Make a terrific logo for your business in just a few minutes! Review the template options and decide on one that fits your style.



4. Modify the logo further by deleting objects and adding your own.



2. Select a logo template to get started. This will be your launching point.



3. Modify the logo by choosing different text, fonts, and colors.



5. The finished logo! You can export your logo in your preferred format: JPG, PNG, or GIF for the web, or export as high-res TIF or BMP for print!

## Build a Professional Image!

## SUCCESSFUL MARKETING

## Business Cards & Letterhead

When you are growing your business, you need professional business cards and letterhead.

- ✓ Design and print stationery in minutes.
- ✓ Pre-designed templates for all business types.
- ✓ Convenient design tools, fonts, colors, and graphics.



## Press & Public Relations

Enhance your business relationship with the media and your customers with professional press releases, media communications, and trade show plans.

- ✓ Press announcements and events.
- ✓ Professionally written press release samples.
- ✓ Trade show checklist and questionnaire.



TRADE SHOW BOOTH SETUP CHECKLIST				
Item	Quantity	Shipping Company	Date of Shipment	Return Date
<b>Event Materials</b>				
Booth Signage	2	X	8/23	
Booth Backdrop	1	X	8/23	
Booth Table	2	X	8/23	
Booth Chair	4	X	8/23	
Booth Staff	2	X	8/23	
<b>Event Costs</b>				
Booth Rental	500	X	8/23	
Booth Staff	1,500	X	8/23	
Event Total				

I was impressed at how easy it was to design new logos. For a company of our size, this gives us a huge advantage. We'd have to pay an ad agency top dollar to get high-end logos like this!

— David Humphrey, Design Studio Gallery, Santa Fe, New Mexico



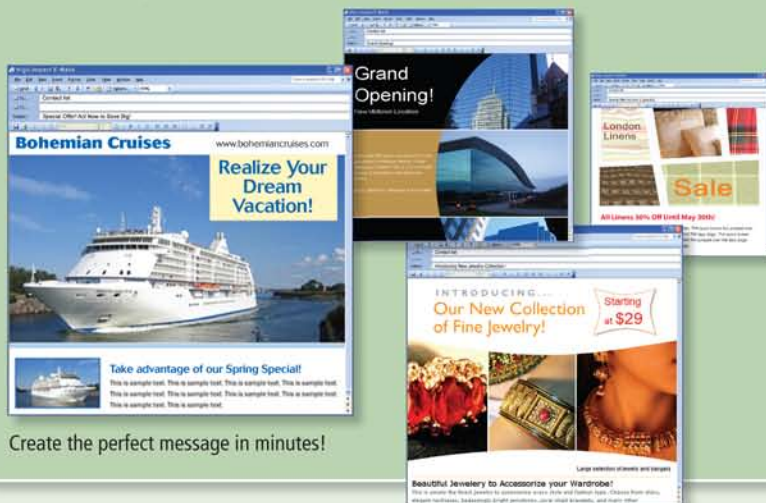
## Create Focused Marketing Materials for your Target Audience to Increase Sales!

You may not have the staff to help you take your business to the next level. **Marketing Advantage** has everything you need to generate professional marketing activities, including high impact e-mail campaigns, sales brochures, newsletters, and postcards, to increase targeted marketing and sales!

### High Impact E-Mail

Create agency quality e-mails with hundreds of professionally designed e-mail marketing templates. Customize each piece with your company's logo, colors, and photos. Build stronger relationships with your customers and prospects, and grow your business!

- ✓ Create and send premium-quality e-mail instantly!
- ✓ Drive traffic and increase your web sales at no cost.
- ✓ 80+ easy to use templates—no experience required!



**80+ Professional Templates!  
Never Start from Scratch!**

### Marketing Publisher

Build marketing brochures and materials with 400+ professionally designed templates for Word, Excel, and PowerPoint—never start from scratch!

Choose from:

- ✓ Brochures, newsletters
- ✓ Advertisements, flyers
- ✓ Calendars
- ✓ Annual report covers
- ✓ Catalogs
- ✓ CD-DVD labels
- ✓ Plus More!



Create polished sales brochures and more. Select custom colors to match your company logo and theme.

### Postcards

Create attractive postcards to promote your company services and products. Select from colorful graphics and a wide variety of templates to create a powerful message.

- ✓ Select background and graphics.
- ✓ Add text and create a customized message.
- ✓ Import your company logo and product photos.



“The marketing e-mail program has helped us develop new ways to communicate with our customers—and get new customers!

— Dwight Greenwood,  
Accountant, Houston, Texas

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### Customer Satisfaction Guarantee

Individual Software guarantees that this product meets our highest quality standards. Our FREE technical support is a demonstration of our commitment to Customer Satisfaction. Additionally, if, for any reason within 30 days of purchase, we cannot ensure that the software will work on your system, we will gladly replace the software, exchange it for another product or refund your money.



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 Tech Support: (925) 734-6767 or [www.individualsoftware.com/support](http://www.individualsoftware.com/support)

- SYSTEM REQUIREMENTS**
- Pentium® PC or higher
  - Microsoft® Windows® 7, Vista, or XP
  - CD-ROM Drive
  - 20 – 200 MB hard drive space per application
  - Microsoft Office® required for some applications
  - Internet access required for some applications

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Also compatible with Windows® Vista® & XP



Also compatible with Windows® Vista® & XP

The ultimate collection of marketing tools to grow your small business!™

The ultimate collection of marketing tools to grow your small business!™