

Allen & Goel

Marketing Company

“Your Marketing, Sales and Design Partner”

- **Define the Marketing Needs of Your Business**
Page 2
- **How Important is Your Logo?**
Page 3
- **Don't Forget To Include This Info On All of Your Printing**
Page 5
- **Ten Questions To Ask Yourself if You Already Have a Website**
Page 8
- **Four Ways Search Engines Rank Your Website**
Page 9
- **Stay Legal! Spam Law Highlights**
Page 10
- **Twelve Effective Ways To Use Promotional Products**
Page 11



Allen & Goel Marketing Company

We Are Your Marketing, Sales and Design Partner.

Who We Are...

Allen & Goel Marketing Company is “**your marketing, sales and design partner.**” We specialize in website development, graphic design, printing services, promotional products, marketing strategies as well as other services to help promote your business.

Our focus is simple: To make your marketing and advertising budget an investment, not an expense.

Allen & Goel Marketing Company’s Main Office is located in the heart of King of Prussia, Pennsylvania and we have been providing marketing solutions since 1994.

How We Can Help You...

Large and Medium Sized Businesses

Does your company already have a marketing department or a marketing manager? If so, Allen & Goel Marketing will work along with them to help enhance their efforts and build leverage in your organization. If you don't have internal resources for marketing in your present company structure, then Allen & Goel Marketing will consult with your key personnel to define your needs and develop strategies to achieve your goals.

We can be your one-stop source for your marketing and advertising needs.

Small and Start Up Businesses

If you are a small business owner, we understand that you “**wear many hats**” daily. Every day you may be consumed with the day to day operations of your business, the accounting, managing your staff and selling your products and services. Allen & Goel Marketing will develop and manage your marketing efforts. We will be your marketing, sales and design partner.

Are you just starting your business? Allen & Goel can help you from to start to finish. We will develop your added values, brand a consistent identity and implement an appropriate marketing plan for optimal exposure.



What Are Your Needs?

Allen & Goel Marketing Company wants to help your business succeed. Answering these questions will help us understand your business and provide us with the valuable information needed to be **“your marketing, sales and design partner.”**

- What is the primary sales and marketing issue you're currently dealing with in your business?
- What is your current advertising and promotions budget?
- What is the primary advantage that differentiates you from your competition?
- What have you done in the past to promote your business and what were the results?
- What are the products and/or services you offer your customers?
- How would you describe your ideal customer?
- How do you show your customers you appreciate them?
- Do you presently use Email Broadcasting to promote your business?
- Do you presently use Direct Mail to promote your business?

“How can you expect to successfully market your company if you haven't taken the time to evaluate who you really are?”

- **Ronn Allen**

Do you need help....

- | | Yes | No |
|--|--------------------------|--------------------------|
| Attracting new clients? | <input type="checkbox"/> | <input type="checkbox"/> |
| Retaining current customers? | <input type="checkbox"/> | <input type="checkbox"/> |
| Increasing the size of average orders? | <input type="checkbox"/> | <input type="checkbox"/> |
| Driving traffic to tradeshow booths? | <input type="checkbox"/> | <input type="checkbox"/> |
| Developing a uniform look and direction for your business? | <input type="checkbox"/> | <input type="checkbox"/> |

Do you currently have or use ...

- | | | |
|--|--------------------------|--------------------------|
| A lead generating website? | <input type="checkbox"/> | <input type="checkbox"/> |
| Company Brochures and Support Materials? | <input type="checkbox"/> | <input type="checkbox"/> |
| Consistent methods to generate leads? | <input type="checkbox"/> | <input type="checkbox"/> |
| Internal processes to follow up leads? | <input type="checkbox"/> | <input type="checkbox"/> |
| Promotional Products to generate leads or say thank you to your customers? | <input type="checkbox"/> | <input type="checkbox"/> |

Defining Who You Are

Allen & Goel Marketing Company understands that every customer is unique, and every client's business needs are unique. With your ideas in mind, we will develop your logo, image and brand.

A few questions for your company...

- Who are you?
- What makes your business unique?
- Who are your competitors?
- What do you want to achieve?
- Who are your customers?



Developing Who You Are

Logo Development

A properly constructed logo can be a company's most valuable marketing tool.

Your logo, when viewed should reflect your company's culture, philosophy and standards. It also helps differentiate you from your competition.

The usage of your logo in your business cards, letterhead, envelopes, signs, marketing collateral, promotional products, advertisements is so important to help build customer recognition, loyalty and brand awareness.

Whether you are starting a new business or looking to revamp your image, Allen & Goel Marketing will help you portray the true identity of your business through our professional logo design services.



Design Services

Whether you are a small business looking to create a new image for yourself or a corporation trying to add some new life into it's marketing, Allen & Goel Marketing Company can provide you the graphic design services to fit your needs.

Our diverse and talented design department provides fresh and creative concepts for our customer's designs without losing sight of the ultimate goal...**effectiveness!**

All of our designers are encouraged to attend workshops and seminars to enhance their skills and market awareness.



Photography

Allen & Goel Marketing provides professional digital photography services. We can photograph products, people, places and events. Our designers are then able to optimize these images for use in your marketing collateral, web site, advertising and multimedia presentations.

"A picture is worth a thousand words. But are they the right words to promote your business?"

- Sunny Goel

A unique benefit to our photography skills is that we always have the marketing concept behind it when we photograph and visualize the usage of the images to ensure maximum effectiveness. Additionally, all of our images are delivered to you copyright free.



Our Printing Services

Allen & Goel Marketing Company offers a full range of business printing and graphic design services. Do you need full color postcards, flyers or brochures to market your business? Maybe you would like to give your business a more professional look with custom designed business cards, letterheads, envelopes and folders? You may need full color posters and sell sheets for trade shows?

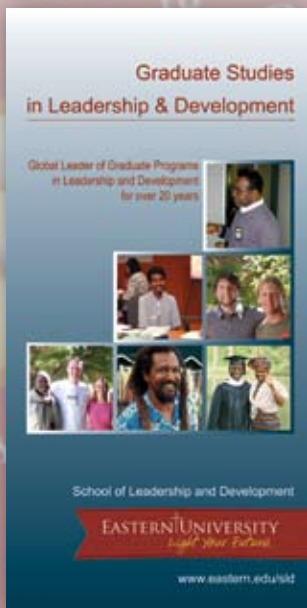
Allen & Goel Marketing Company designs and prints the materials to fit your advertising, marketing and office needs.

Don't Forget!

Make sure you don't forget to add your website address on every piece of printing you do.

Yep! We Can Get That Printed For You

- Business Cards
- Letterhead
- Envelopes
- Postcards
- Rack Cards
- Carbonless Forms
- Menus
- Brochures
- Table Tents
- Catalog Envelopes
- Window Envelopes
- Notepads
- Folders
- Posters
- Catalogs
- Door Hangers
- Booklets
- Sell Sheets
- Rip Hangers
- Magnets
- And much more!



Mailing Programs & Fulfillment

Allen & Goel Marketing Company provides complete turnkey commercial printing and direct mail solutions for our customers – from print to post. This includes acquisition of targeted mailing lists, strategic planning, comprehensive design and delivery of the final product to the post office.

Examples include brochures, take out menus, sales events, introduction of your business service to a targeted audience, special promotions and much, much more.



Banners & Signs

Allen & Goel Marketing provides many options and solutions for your company's banner and sign needs. Need a full color vinyl banner for an upcoming tradeshow? No problem.

Our in-house design department will evaluate your needs including where the sign or banner will be placed and how the product will be used. Some factors considered: distance, location inside or outside, durability, traffic flow and message being delivered.



Custom Labels & Stampers

Allen & Goel Marketing provides a variety of custom printed pressure sensitive labels.

We have a wide selection of label sizes and styles. We can print quantities as low as 500 to millions. Your labels can be printed in spot color or full color process. Our label selections include: square cut, foil stamped, blind embossed, static cling, consecutive numbered, tamper-evident, bumper stickers, stock and custom laser/inkjet. We also offer many other pressure sensitive stocks and adhesives including weather resistant labels.



Website Development

Allen & Goel Marketing Company offers a wide selection of web packages and solutions to fit your business needs. How about a simple web page design to get your business on the internet? Maybe you need a custom web site that provides your business with sales leads or promotes your name throughout your local area?

Whatever the size of your business, we can develop a web site tailored to your needs and goals. We can also optimize your web site to help with high rankings in major search engines. Allen & Goel Marketing Company will help make your **website an investment, not an expense.**

To view our portfolio of sample websites, please visit www.allengoel.com.

The A&G 12 Step Web Design Process

1. Client Consultation (Needs Assessment)
2. Propose site map and scope
3. Design Website Screenshot
4. Secure Needed Domain Names
5. Analyze and Secure Hosting
6. Develop Web Template (Shell and Navigation)
7. Insert Content
8. Optimize and Insert Images
9. Test Web Links and Pages
10. SEO (Search Engine Optimization)
11. Launch website
12. Submit site to major search engines



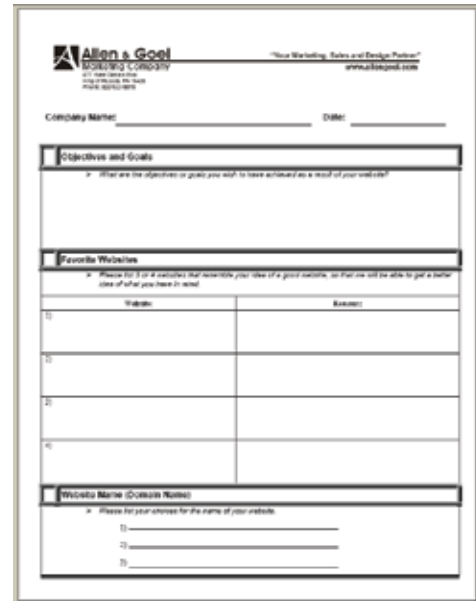
What Web Services Do You Need?

Allen & Goel Marketing can fulfill the majority of your web development needs. But we know the true question is: **What are YOUR needs?**

We understand that each of our customers are going to have different goals for their website. To help us identify those needs feel free to visit our website (www.allengoel.com) and download our "Website Checklist."

You will find this checklist helpful when formulating your ideas through questions to consider when discussing your future website with your staff and with Allen & Goel Marketing.

This is just another example of Allen & Goel Marketing's commitment to be, "Your Marketing, Sales and Design Partner."



Web Services Provided

Every business should consider having a website designed. The main benefit of owning your own website is that your web site will be open 24 hours a day, 365 days a year. Your website can be used to sell your products or services, serve as a customer service representative to answer questions about your business and provide key important information that allows you to be researchable.

A website is a powerful marketing and advertising tool. It allows you to open your business to the world and other geographical areas in a cost effective fashion. Proper design, development and implementation of your website can provide a steady stream of prospects and sales for your business.

Listed below is a sample of the web services we provide:

- Custom Website Design
- Website Redesign & Touchup
- Flash Intros & Animation
- Web Audio / Video Streaming
- E-Commerce Design & Integration *(see Programming)*
- Database Driven Websites *(see Programming)*
- Domain Name Registration
- Website & Email Hosting
- Meta Tags Optimization
- Search Engine Optimization
- Search Engine Submission
- Website Maintenance

Ten Questions

If you currently have a website, here are ten questions to ask yourself:

1. Why a website? Is your website reaching its goals? Were there goals set?
2. How do you track and measure your website's effectiveness?
3. Is the site useful? Will the end user appreciate the fact that they are using your site?
4. Does your site load quickly on BOTH dial up and cable connection options?
5. Does your site go hand and hand with your current company image?
6. Is your site easy to navigate? Is the information organized with the end user in mind or with the designer in mind?
7. Is your website search engine friendly?
8. Do you have too much information or answer too many questions on your site?
9. Have you established lead-generating procedures into your website?
10. Do you have a method of capturing email addresses?

Web Based Programming

After defining the expectations of your future website, it may be determined you may need more complex solutions to manage those expectations. Allen & Goel Marketing can help.

Our Web Programming Solutions provide you with innovative concepts that maximize on the power of the internet and databases. We provide custom designed systems to help you run your business efficiently. You can have the ability to edit or update select pages on your website, add new sections, post articles or press releases, update items in your shopping cart system, change images, track website feedback responses and much, much more.

Some Examples of Web Programming Systems include:

- Database driven content and pages that can be easily managed through a web based control panel.
- E-Commerce Integration and Shopping Cart Systems
- Secure corporate intranet development to increase communication, centralization of important information and provide an outlet to reduce paperwork.
- Web Based Office Management Systems.
- Web Based Reservation Systems.
- Property Management Systems.

Search Engines and You

Search Engine Optimization

Allen & Goel Marketing takes your search engine results very seriously. Search engines may use hundreds of factors in ranking the listings. The factors themselves and the weight each carries change continuously. Algorithms can differ widely, with a web page that ranks #1 in a particular search engine possibly ranking #100 in another search engine or even on the same search engine a few days later.

Major Search Engines do not disclose the algorithms they use to rank pages. However, most experts widely agree that the signals that influence a page's rankings include:

1. Relevant Keywords in the title and description tags.
2. Relevant Keywords in links pointing to the page.
3. Relevant Keywords appearing in visible text.
4. Link popularity of the page and website on the internet.

Keyword Marketing

A popular form of marketing on the internet that has evolved is keyword marketing. The standard payment method for keyword marketing is typically based on a cost per click you only pay when a user clicks on your link or advertisement. The final cost paid is determined by your bid and is conducted in an open and competitive bidding marketplace. You have full control on setting the maximum amount money you wish to invest on a monthly basis.

Let Allen & Goel Marketing be your partner in helping you choose the best sets of keywords, select targeted search engines and increase traffic rates for your company's website.



Email Broadcasting

Email broadcasting is an affordable way to market your business. Unlike direct mail, there are no materials or postage expenses. Email marketing is 20 times more cost effective than direct mail and can cost as little as fractions of a penny per email.

Allen & Goel Marketing will design effective email campaigns that will highlight the added values of your business. After we develop and design your campaign, we will distribute your message to your target audience.

Email marketing enables you to proactively communicate with your existing customers and prospects instead of waiting for them to contact you. It is a highly effective way to increase sales, drive site or store traffic and develop loyalty.

Email broadcasting is also unique because it generates an immediate response. The call to action is clear: "Click here to take advantage of this offer," or "To learn more about this service".

Another advantage of email broadcasting is it's targeting power. We can easily segment your opt in email lists using a variety of criteria or interest groups so that your promotions go to the individuals most likely to respond to your offer. Allen & Goel Marketing also provides list management services to ensure your lists are kept fresh and clean.

Our team will manage your program and stay in regular contact with you to request content ideas and update your lists as needed.

The CAN-SPAM Act

Highlights of What the Law Requires

It bans false or misleading header information. Your email's "From," "To," and routing information – including the originating domain name and email address – must be accurate and identify the person who initiated the email.

It prohibits deceptive subject lines. The subject line cannot mislead the recipient about the contents or subject matter of the message.

It requires that your email give recipients an opt-out method. You must provide a return email address or another Internet-based response mechanism that allows a recipient to ask you not to send future email messages to that email address, and you must honor the requests.

It requires that commercial email be identified as an advertisement and include the sender's valid physical postal address. Your message must contain clear and conspicuous notice that the message is an advertisement or solicitation and that the recipient can opt out of receiving more commercial email from you.

5 Ways to Keep Your Email Broadcasts Fresh and Effective

Newsletters: Keep your customer base updated on news in your industry. This is also a perfect opportunity to educate your clients and prospects about your services.

New Products: Don't feature the same products over and over. Show your customers the "new stuff".

Specials: Email broadcasting is an effective way to promote your daily, weekly or monthly specials. Take advantage of it.

Reminders: This is a perfect way to remind your customers to reorder seasonal products so they don't get hit with rush charges.

Introductions: Is there a better way to introduce your customer base to new members of your sales team?



What Are Promotional Products?

There isn't a more cost effective form of advertising than with promotional products also known as advertising specialties. Promotional products are affordable and easy to distribute to your targeted prospects and customers. Advertising through promotional products gives you complete control over your brand identity.



Promotional products are useful or unique items that can be imprinted with your brand identity and designed to keep your message in front of your customers and prospects for extended periods of time.

Allen & Goel Marketing offers thousands of customizable products at a variety of prices. You can promote your business with advertising specialties on any budget. In order to get the most out of your advertising budget, it is important to carefully plan how your product will be distributed and what goals you want to achieve. Allen & Goel Marketing will help you develop those plans.

Why Use Them To Promote Your Business?

Promotional products marketing fits easily into any advertising budget. Promotional products complement and actually increase the effectiveness of other advertising media. They can be directed to selected audiences, which dramatically increases their effectiveness.

Promotional products, if chosen wisely, remain in use for long periods of time to repeat the advertising message each time the product is used, without extra cost per exposure. People like to receive them. And since the items are useful and appealing, they are effective as incentives and motivators. Because there are so many products available, there is a lot of flexibility in planning a successful promotion.

Effective Ways To Use Promotional Products

- Goodwill and Relationship Reinforcement
- Create awareness of new products, services or facilities
- Trade show promotion
- Motivate dealers/retailers
- Improve, reward or recognize employee performance
- Increase store traffic
- Open doors, secure appointments
- Customer retention/appreciation
- Reinforce existing products/services/facilities
- Generate sales leads and response
- Fundraising/Increase donations
- Promote sales contests



Why purchase promotional products through Allen & Goel Marketing?

Imprinting a logo on a promotional product isn't enough. A campaign with effective promotional products uses items carefully and thoughtfully to ensure maximum benefit. Allen & Goel Marketing helps develop ideas and goals for your promotional product investments. Our plan assisting, consulting, design services and artwork compliance are just some advantages of using us for your promotional product needs.

Preferred Supplier Network

There are thousands of promotional product manufactures located in the United States, Canada and China. Some of them are outstanding, some of them are less than outstanding. Allen & Goel Marketing measures all of our suppliers inside our ordering system on key aspects such as delivery time, imprint accuracy, pricing, communication and problem resolution. Suppliers that consistently score high in those vital areas are designated as Preferred Suppliers.

PREFERRED



SUPPLIER

When you order promotional products from Allen & Goel Marketing, you can be comfortable that you will be receiving effective products, imprinted correctly at a fair price, delivered on time.

The Catalog Club

Allen & Goel Marketing offers select clients membership into our Catalog Club program. Members of our Catalog Club receive:

- A minimum of 6 mailings a year that contain:
 - Catalogs from our Preferred Suppliers
 - Product Samples
 - Special Offers and Pricing
- Discount Vouchers that will save you money on Setup and Art Charges.
- Special Offer Emails that will provide "Secret Weblinks" for offers and specials exclusive to only our Catalog Club Members.
- Educational materials to help ensure you get the most impact from your promotional product investments.



If interested in becoming a member of our Catalog Club, simply call our office at 610-337-8484 for more information about the program.

Our Online Promotional Product Catalog

Allen & Goel Marketing's Online Promotional Product Catalog quickly searches thousands of worldwide suppliers (including our Preferred Supplier Network), offering you more than half a million creative promotional products. You can view full-color photographs of the promotional product needed, product descriptions and access current pricing.

The Online Catalog is open 24-hours a day, 7-days a week at www.allengoel.com.

How To Search Our Online Catalog:

First, select a category or theme from the drop-down lists.

Then, type in a keyword, such as an item feature, size, shape, material, etc., of the product you want. You can also search by price range of an item.

Scroll through the items the search engine found until you find what you want.

Next, double-click on the picture of the item for quantity/pricing and description information.

After reviewing the information, click on the blue "Place Order" button at the bottom of the page and proceed to checkout or request more information or a more detailed quote.

To order promotional products, catalogs or samples online, we offer a secured credit card payment system for your convenience, which takes MasterCard, Visa and American Express.

If you don't find what you need online, or if you prefer personalized service, please contact our office during normal business hours or email us anytime at info@allengoel.com.



To view our complete catalog, please visit our website at www.allengoel.com

Apparel

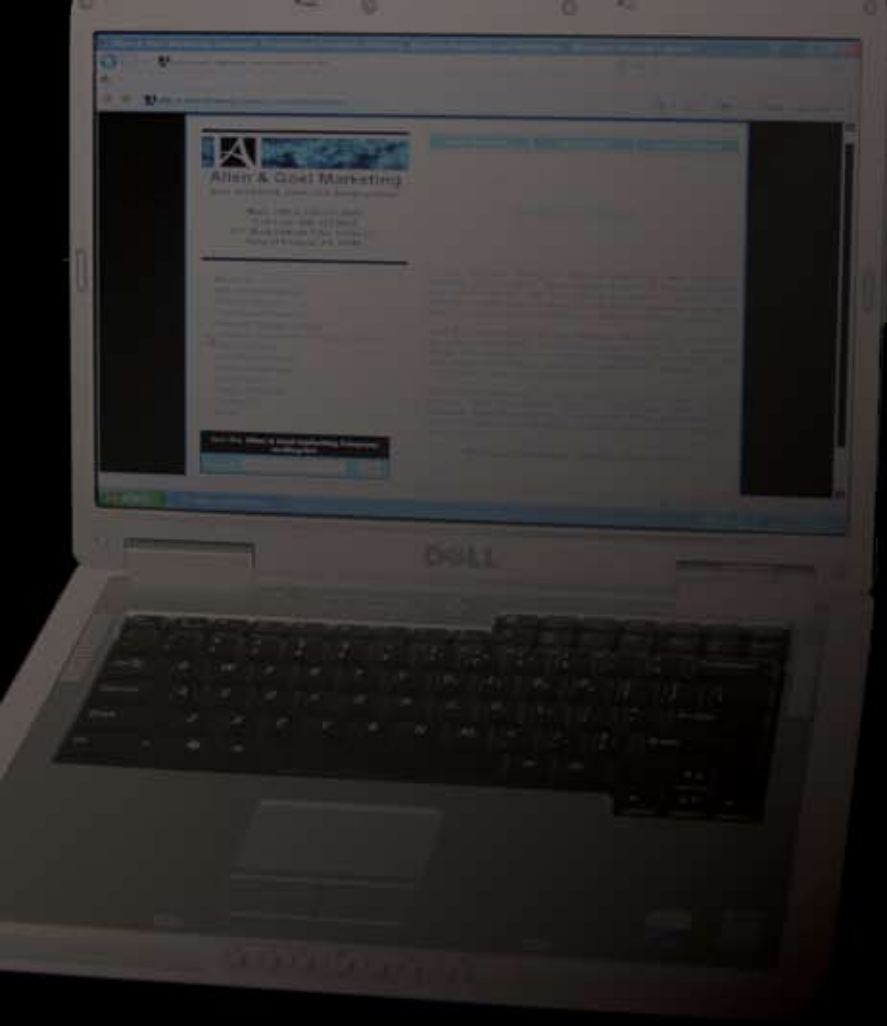
Allen & Goel Marketing provides a wide selection of business apparel to fit your needs.

We have direct access to a vast selection of imprintable apparel and accessories. This means we can fill your order economically and in a timely basis. We can screen print or embroider your branding on: T-Shirts, Fleeeces, Caps, Bags and Totes, Towels, Athletic Wear and much, much more.

You can be assured our brands are worthy of having your logo on them. We team up with more than 30 different headlining, and show-stopping brands of imprintable apparel and accessories, including many USA-made items.

- Embroidery
- Screen Printing
- Heat Transfer
- In-house Digitizing
- Polybagging
- Private Labeling
- Fulfillment Services





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For More Information or to Order Products and Services:

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