





At Clear Logic Marketing, we found our calling working with start-ups, aiding in the establishment of marketing channels and determining which marketing strategies will most effectively grow their business. Clear Logic Marketing ("CLM") consists of multiple independent contractors with varying skillsets that are available for hire in a variety of fields. While we do work in a variety of industries, and with businesses at varying stages of growth, helping up-and-coming business owners meet their goals those crucial first years, that's our goal!

A lot of business owners, especially when they're starting out, don't have the time, energy or resources to develop and implement a full-blown marketing plan, let alone the time to develop an encompassing understanding of its importance. Not to mention the fact that marketing plans should be as fluid as the business itself!

Whether your company is just figuring out how to market itself, or you have already identified specific tasks that you're looking to offload, we're here for you. We want to free up your time, so you can get back to doing what you do best—running your business!

At CLM, it is our hope that each business owner will develop a comprehensive understanding of their overarching marketing strategies and, depending on the business owner's desire to enhance their intellectual understanding of key marketing techniques, CLM also offers an educational component, helping business owners understand their key metrics and how to use analytics to inform critical business decisions. It is our desire that all business owners maintain a clear understanding of their company's marketing strategies and the logic behind them. Furthermore, we understand that marketing needs, capabilities and funding fluctuate with time, so we'll stay in touch with you before, during, and after work is completed to assist with perpetual marketing tasks or revisit strategies, as you see fit.

With flexible contract options and virtual assistance available in real-time across the United States, CLM has the capability of serving as your entire marketing team, or you can simply choose which services you need for a given amount of time. We even negotiate hourly commitment and pay rate per contract. We feel every business is as unique as the person who started it, so no two contracts are the same!

We all know that to build something that will withstand the test of time, you must start with a solid foundation. When it comes to building a successful business, the concept there is no different. You must start with a solid foundation, which, in business, should always consist of a precise set of marketing techniques, tailored for that business. Understanding that every dollar is important and ever so critical in the beginning, Clear Logic Marketing was formed to help start-up companies build a solid marketing foundation in a financially responsible way. **Our business is helping you build your business!**

"Unlimited growth potential starts with a solid foundation."



General Services Provided:

- ❖ Maintain and develop vendor relationships
- ❖ Maintain and order office supplies, stationary, and beverage/complimentary services
- ❖ Set up, maintain and organize client, vendor, marketing, and general office files (physical or digital)
- ❖ Arrange and maintain schedule for Company events (i.e. luncheons, annual events, meetings, etc.) including maintaining a master calendar and corresponding with external contacts or attendees
- ❖ Coordinate travel arrangements; develop and relay itinerary and accommodations to appropriate personnel
- ❖ Transcribe prerecorded materials (e.g. voicemails, meetings, speeches, or other voice-to-text media)
- ❖ Market research and competitor analysis; list-building and database growth initiatives
- ❖ Customer Service: Manage responses, requests, and inquiries to general email inboxes (up to 5 per client); organize and manage via CRM platforms
- ❖ Accounts Receivable: Prepare, submit, track, and follow up on invoices for the business
- ❖ Accounts Payable: Manage bill pay for one-time and recurring expenses for the business
- ❖ Preparation and execution of email and/or direct mail campaigns, utilizing mail merge capabilities where appropriate, tracking lists and email metrics for current and prospective customers

Additional Services Available:

- ❖ Graphic design and content writing for marketing materials, email campaigns, direct mail campaigns or press releases, using the latest Microsoft Office and Adobe Creative Cloud Software (Photoshop, InDesign)
- ❖ Develop concept and design for company logo and branding standards; improve overall brand awareness
- ❖ Identify and eradicate any holes in brand continuity; develop and/or suggest improvements in the concept and design of print and digital content or marketing materials (i.e. brochures, emails, directory listings, etc.)
- ❖ Basic code-writing (HTML/CSS), specifically embedding images and changing/inputting email content in popular CMS (content management system) programs like SendGrid, MailChimp, Webflow, and Wordpress
- ❖ Intermediate IT practices including setup and maintenance of networks, website/email domains, registrations and sitemaps, shared user accounts (hosted or cloud), and setup and organization of file sharing programs such as Office 365, Google Drive, DropBox, etc.
- ❖ Hardware and software upgrade recommendations and implementation, as well as on-site training for its use
- ❖ Project management and customer service capabilities including tracking, managing, and budgeting for large-scale projects using SaaS applications such as Smartsheet, Google Analytics, MixPanel, Google Tag Manager, UTM's (urchin tracking modules); analytics tracking and reporting per channel
- ❖ Setup, maintenance and training for use of referral and affiliate management software and CRM (client relationship management) software
- ❖ Setup and customization of eCommerce sites such as Amazon and Shopify, including integration with website and social media platforms
- ❖ Prepare, review, analyze and provide recommendations for overarching company marketing strategies, including crucial decisions regarding allocation of funds to varying marketing channels, with consideration of fluctuating funds to company sectors outside of marketing

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- ❖ Strategize and execute multiple channels of digital marketing: Google Adwords, Facebook Ads, SEO, SMO, videography, blogs, etc., including the ongoing review of analytics and post-project analysis of statistical performance; evaluation of profitability (ROI) of projects and critiquing repeatability
- ❖ Expand business development efforts through the pursuit of networking opportunities and speaking engagements on behalf of the Company; formulate and execute agenda for events including preparation of related marketing or presentation materials for speaker and/or attendees
- ❖ Additional duties/services available as needed and mutually agreed upon

Determining which next step is the *right* next step for your business is never an easy process but deciding *who* you want to work with should be! It starts with an open conversation, where the only expectation is honesty. We'll take the time to get to know you and your business, so that we can both determine if it makes sense for us to work together. Marketing never stops, so let's get started right away—[set up an introductory conversation today!](#)

↓ [Contact Clear Logic Marketing Today](#) ↓

