



MARKETING DIVISION

Date: 03 | 08 | 2022

Roll the *Intro!*

Human Resource Concepts is a St. Lucian Based outsourced company providing Business Solutions throughout the region over the past four (5) years.

The Concept has continued to improve from offering extensive HR Services, Benefits, Accounts & Finance for many named companies both micro and large scale to now including a competitive Marketing Division designed to thrust your business to the next level regardless of size and industry.

Built on our modern-day outsourcing engine, our plan is to provide *relevant* and *high-quality* marketing solutions to you by offering affordable marketing plans that will give you the services you need while eliminating the overhead costs of running an internal marketing department.

We are proud to offer our service options to you to help strengthen your brand and continue to create customer smiles for years to come, so let's get straight into it!



Our Strategy

Step 1: Identify marketing goal

- Increased revenue
- Generate traffic
- Past & present customer retention
- Build brand identity
- Brand awareness
- Grow social media presence
- Increase customer value
- Improve S.E.O.

Step 2: Clearly identify product/service

Step 3: Identify target market

Business to Consumer Model (B2C)

- Gender
- Age
- Race
- Ethnicity
- Location
- Interest
- Career
- Income
- Lifestyle
- Etc.

Business to Business Model (B2B)

- Size
- Location
- Industry
- Product/Service
- Etc.

Step 4: Identify marketing platform

- Newspaper
- Social Media (Facebook, Instagram, twitter etc.)
- Radio
- Television
- Billboards

Step 5: Choose your marketing plan

You've Got *Options!*

Our marketing proposal consists of a four (4) tier marketing platform which delivers essential marketing options for every business from start-ups looking to get into the ring to big brands trying to stay ahead of the game and **ONLY** the **BEST** will do, with a fully comprehensive marketing plan.

With a *firm strategy* highlighted, let's get into the marketing options available for your business.

Step 6: Execute!



Marketing Plans

Services	Essential	Standard	Premium	Enterprise
Weekly Posts	✓	✓	✓	✓
Social Media Management	✓	✓	✓	✓
Content Creation (SMM)	✓	✓	✓	✓
Paid Advertising	✓	✓	✓	✓
Promotions	✓	✓	✓	✓
Pro Photoshoots	<i>1st Free</i>	✓	✓	✓
Marketing Consulting		✓	✓	✓
Reputation Management		✓	✓	✓
Manage Digital Assets		✓	✓	✓
Market Research			✓	✓
Campaign Management			✓	✓
Custom Graphic Design			✓	✓
S.W.O.T. Analysis			✓	✓
Pro Video Ads			<i>1st Free</i>	✓
<i>Search Engine Optimization</i>				✓
<i>Google Advertising</i>				✓

Events Management



Live Stream Events



Website Development



Website Management



PLAN PRICES START FROM

\$800
MONTHLY

*PRICE SHOWN IS QUOTED IN EASTERN CARIBBEAN DOLLARS (ECD)

Custom Plans

Marketing plans can be tailored to fit the needs of your business.

Contact us for a **Free consultation** with one of our highly qualified and experienced Marketing Executives **NOW!**

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Marketing Director

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