



FULL RANGE OF MARKETING AND PUBLIC RELATIONS

Our Working Specialties

The true nature of marketing today is no longer just about serving the customer. In order to become truly successful, a company must become competitor-oriented. It must look for weak points in the position of its competitors and then launch marketing campaigns against those weak points.

Unlike many agencies that offer a “one plan fits all” approach, the *Excite Marketing Team* will partner with you and your staff to develop effective, goal oriented integrated marketing and public relations’ strategies tailored just for your market and your company.

Our working specialties include but are not limited to:

- ADVERTISING & SALES PROMOTION**
- GRAPHIC DESIGN & SERVICES**
- EMPLOYEE COMMUNICATIONS**
- CRISIS ISSUES & MANAGEMENT**
- MEDIA RELATIONS & TRAINING**
- INTERNET MARKETING**
- DIRECT MARKETING**
- BRAND DEVELOPMENT & BUILDING**
- RESEARCH & STRATEGIC PLANNING**
- NEW PRODUCT INTRODUCTIONS**
- PUBLIC AFFAIRS**



Our full range of Marketing and Public Relations' Services includes:

MARKETING SERVICES

- Strategic Planning
- Market Research and Analysis
- Database Marketing
- New Product Launches
- Complete Product Release Strategies
- Corporate Brand Development
- Special Program Development
- Internet Marketing

PUBLIC & MEDIA RELATIONS

- Public Relations Strategies and Campaigns
- Employee Relations
- Media Relations
- Speakers Bureaus
- Public Speaking Training
- Newsletters, Press Releases, Editorials and Advertorials, Brochures, Annual Reports
- Collateral Materials

PUBLIC AFFAIRS

- Community Relations
- Crisis Communications
- Corporate Events and Sponsorships

ADVERTISING & DIRECT MARKETING

- Media Planning and Placement
- Print, Broadcast, CD-ROM Development
- Database Development
- Telemarketing Campaigns

MEETINGS & EVENTS

- Media Events
- Groundbreaking, Grand Opening and Building Dedication Ceremonies
- Employee Events
- Shareholder Meetings
- Company and Sales Meetings

TRADE SHOW MARKETING

- Exhibit Design
- Show Publicity, Events, Activities
- Trade Show Project Management

MARKET RESEARCH

- Competitive Analysis
- Customer and Employee Surveys
- Market Analysis
- Surveys

e-Marketing

- Website Evaluation/Development
- Internet Strategy and Branding



WITH EXCITE MARKETING TEAM, YOU'RE IN GOOD COMPANY

MEDICAL/NON PROFIT

- American Heart Association
- Christian Record Braille Foundation
- First Health Services Corporation
- Hanover Family Physicians
- Integrity Home Medical
- Memorial Sloan-Kettering Hospital
- MidAtlantic Spine Specialists
- Pharmaceutical Care Management Association (PCMA)
- PhillipsCox Insurance
- Richmond OB/GYN
- SeniorNavigator.com
- The Virginia Health Quality Center
- Virginia Urology Center
- West End Orthopaedic Clinic
- Woolfolk Medical Group
- World Mercy Fund

EDUCATION

- Academic Web Group
- The Goddard School
- Jackson-Field Home
- Virginia Commonwealth University
- Virginia Union University

PUBLIC UTILITIES

- Pacific Gas & Electric
- Dominion Resources



REAL ESTATE DEVELOPMENT & RELATED

- Brandermill Country Club
- Ford's Colony at Williamsburg
- Goodstein Development Corporation
- Johannas Design Group
- LandAmerica Information Company
- Piedmont Realty Development LLC
- Real Estate Strategies L.L.P
- Sterling-Bilder Development
- The National Park Foundation
- TIMMONS
- Woolfolk Medical Group
- Woolfolk Properties, Inc.

COMPUTERS/& RELATED

- Broughton Systems Inc.
- Core Consulting
- First Health Services Corporation
- Purkinje Systems

FINANCIAL/CONSULTING/ PROFESSIONAL SERVICES

- The Greater Richmond Chamber of Commerce
- The Greater Richmond Technology Council
- HIPAA Regulatory Compliance P.C.
- Johannas Design Group
- Oliver-Bendheim Design Associates
- PhillipsCox Insurance
- Piascik & Associates, P.C.

- Williams, Mullen Christian Dobbins
- Progressive Insurance

INDUSTRIAL/MANUFACTURING & TECHNOLOGY

- American Filtrona Corporation
- Cottrell Communications
- Dollinger Corporation
 - Dollinger Canada Ltd
 - Dollinger Ireland
- The ERNI Group *
 - ERNI Airlight
 - ERNI Components, Inc. USA
 - ERNI Elektroapparate GmbH
 - ERNI Asia Pty
 - ERNI Australia Pty

- Markets in Motion
- Technolab
- TIMMONS
- UpTime Solutions
- VRCO, Inc.

STATE AGENCIES/ MISCELLANEOUS

- Prince William County Department of Economic Development.
- Virginia Department of Agriculture
- Virginia Department of Health
- Virginia Department of Motor Vehicles
- Virginia Wine Marketing
- Workforce One, An Initiative of The Greater Richmond Chamber of Commerce