



985 Crater Lake Court, Gallatin, TN 37066
615.461.8011 (Office) 615.400.1333 (Mobile)
www.praesentiainc.com





HOW WILL YOU DECIDE WHAT TO DO

when everyone says they'll make your phone ring?



- *The TV rep says 90 days of commercials.*
- *The graphic designer says a new logo and 10,000 notepads.*
- *The ad specialty company says 20,000 pens.*
- *The newspaper says three ads per week.*
- *The phone book rep says placing a full-page ad on the cover.*
- *The printer says 10,000 postcards.*

Praesentia helps you make the right choices.

615.461.8011 OR 615.400.1333

PRAESENTIA GETS RESULTS

Since 2001, Praesentia has been helping clients in North America and the United Kingdom sell products, services and ideas. We help organizations:

- Identify target markets
- Decide what to say to those markets
- Deliver the message via basic collateral and promotional activities
- Measure results

Our marketing, communication and public relations strategies have helped a wide variety of organizations reach their goals, including law firms, physicians, retailers, dentists, politicians, real estate agents, website developers, IT companies, financial services firms, insurance companies, dry cleaners, yoga teachers, merchant services companies, churches, schools, HR consultants, pension consultants, personal trainers, home builders, non-profits, construction companies and manufacturers.

TAKE THE GUESSWORK OUT OF MARKETING

Praesentia helps you answer the often-overlooked basic questions that form the foundation of any marketing plan.

- 1 Who are my target customers?
- 2 How does what I'm selling meet customer needs better than anyone else?
- 3 What basic marketing materials—brochures, business cards, websites, newsletters—are right for my business?
- 4 How should I promote my business? Should I advertise? If so, when, where and how?
- 5 How can I get customers and professional colleagues to talk favorably about my business and refer customers to me?
- 6 How do I become known as an expert in my field?

PROMOTE WITH CONFIDENCE

Confused by conflicting claims from ad sales reps, all promising to make your phone ring? Praesentia can help you identify the best way to use advertising to deliver your message to target markets. As an impartial third party, we evaluate all your options, select those that make sense for your business, lay out the cost implications of each, and help you choose the right mix. We do the research and protect you from annoying sales calls—while you reap the savings.

REHABILITATE YOUR BASIC COLLATERAL

Just want to redo a brochure? Renovate your website? Revive a stale newsletter? Praesentia can help you freshen up your existing marketing materials or fill the gaps in an existing campaign.

Call today for your free consultation. 615. 461.8011

