

## MARKETING SOLUTIONS

### Media Pro USA

(a MasterTel USA company)

In a crowded marketplace, SMB's need good marketing to get their message out to prospective customers. But good marketing can often be expensive, or difficult to find. Maybe you don't have it in the budget to hire an experienced marketing manager, or to invest in the marketing tools needed to execute on a marketing plan. Perhaps you just don't know where to start when it comes to marketing. MasterTel USA has the answer. Let MasterTel USA's Marketing-as-a-Service solution from Media Pro USA (a MasterTel USA company) act as your



outsourced marketing department. You pay a low monthly subscription fee and let our marketing experts develop and execute a strategy that will sharpen your marketing message, generate qualified leads, obtain loyalty from existing clients, and increase your profile in the marketplace, and, most importantly, provide a measurable return on your investment.

*By lowering the barrier to entry, SMB's and Enterprises of all kinds can now benefit from great marketing by way of fully managed, proven marketing campaigns.*

## Marketing as a Service

### Managed Campaigns

MasterTel USA will design and manage a digital marketing campaign to your customers and prospects using our powerful Marketing Automation Platform. Campaigns include personalized HTML emails, a landing page, lead tracking and scoring, CRM integration and full analytics reporting. It's everything you need in a direct response marketing campaign for one low monthly subscription fee.

### Visual Media

Statistics show there are few methods of communicating your company value proposition than through visual media. MasterTel offers professionally produced videos, including custom animation, green screen videos with actors and broadcast type videos that fit any budget. MasterTel also offers the highest quality info-graphics, a visual representation of any kind of data. An info-graphic is the best way to quickly explain a complex concept or value proposition in a way that will be memorable and resonate with your customers and prospects.

## Social Media Management

Social Media represents a giant opportunity for SMB's and enterprises to connect with their customers, gain insight on how their brand is being viewed and to create a "word-of-mouth" buzz. But if not done correctly, Social Media can be at best, a waste of time and at worst, a PR disaster. Doing it right is as much science as it is art. You know you need to have a presence on Facebook and Twitter and LinkedIn, but you also know you don't have the time or expertise to maximize the opportunity. For less monthly investment than paying an inexperienced intern, your social media presence can be strategically and professionally managed and executed with ROI in mind.

## Content

Content is king. That's an adage that has been making its way around the marketing industry for the past few years. The paradigm in marketing has shifted from making slick "pitches" to putting out quality content that will attract and interest your prospects and customers. By generating great content on a consistent basis, you position yourself as a subject matter expert in your respective industry or vertical. You also will remain top-of-mind and build brand recognition. This all ensures a steady and long term supply of qualified leads. But creating great content takes time and expertise that most business owners and SMB's don't have. MasterTel USA has access to thousands of professional writers, with all areas of expertise, who can make your blog, website, articles and white papers stand out from the crowd.

## Design

"You never have a second chance to make a first impression". It's no secret that customers and prospects make snap decisions, sometimes subconsciously, about your brand within seconds of the first time they encounter it. To put your best foot forward, and to keep your customers' experience with your brand consistent, MasterTel USA offers "branding kits".

### They include:

- Logo design
- Business card design
- Slide presentation background
- Company brochures
- Letterhead
- Email signature
- and more

Contact a  
Marketing Specialist!



MasterTel USA is also a full service digital marketing agency offering more advanced marketing services like SEO, Landing Pages, Microsites, Website Re-designs, Trigger Marketing, SMS Text Marketing, Loyalty Kiosks, and much more. Contact Media Pro USA today for a free marketing consultation.