

Why ESMS

- **YOU** want Experience! We have over 25 years within the marketing field.
- **YOU** need a team with strategic and tactical expertise.
- **YOU** want a budget tailored to your needs.
- **YOU** want flexibility – to work on a project by project basis or team with you long-term.
- **You** want to be able to train your team if you choose to bring efforts back in house.
- **YOU** want a powerful cross-sell strategy to strengthen the relationship with your client base.
- **YOU** want to be PROACTIVE and create a plan for your customer that provides the right products and services for each stage of their lifecycle.

Understanding YOU

At our initial meeting we want to LISTEN. We want to understand what has been working and what frustrates you? We want to learn about you and your organization. We want to understand your goals for today, tomorrow and the future. **The initial meeting is totally FREE** and there is no obligation to move forward until you feel the time is right. Together we craft a preliminary outline on how ESMS can best serve you.

Next we create and submit a **marketing proposal for your review (also FREE)**. The proposal is a high level plan which outlines all media channels, the tentative budget and timelines for each element of the campaign. When you are ready we begin!

We provide media reports so that you can see the progress in each area of the marketing plan and performance versus plan objectives!

The coffee is on us - just let us know when and where you want to meet!

One on One with YOU

"**One on One with ESMS**" offers individual instruction on a variety of marketing topics. Whether you are with a corporation, an entrepreneur or just want to hone your business skills - we are here to help take you to your next level of success. ESMS works with people with all ranges of experience from introductory to advanced skills.

We have been coaching our clients for years and because of their success stories the word spread! People began seeking out individual instruction and that is how "One on One" began.

Our most popular is mastering the world of LINKEDIN!

Begin the conversation today and schedule your first One on One with ESMS!

ESMS

It's About Relationships.



Cynthia Ericson, Owner

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(610) 505-3503



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ERICSON STRATEGIC MARKETING SOLUTIONS, LLC

Full Service Marketing Company

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Our Mission

To create a lifelong relationship with you and your team and help take you to your next level of success. We will develop new and lasting connections that expand your business and deepen your community involvement.

What We Do

Strategic Marketing Plan Development

We work closely with you and your team to build a strategic marketing plan that includes everything from understanding the market, to which you will sell your products and services, to choosing specific tactics to reach that market. Writing a marketing plan should be an annual ritual for your business and it is crucial when you are releasing new or significantly changed products or services. Creating your marketing plan is time well spent for any sized business, because it is the process of thinking honestly and thoroughly about how you are going to connect with your customers and build long term relationships.

More services:

- Strategic Marketing Plan Development
- Social Media
- Database Management
- Building Your Team
- Expanding Your Centers of Influence
- Building an Internship Program
- ESMS "One on One"
- Keynote Speaking
- Videography

Philanthropy

We believe that we are all in this journey together, which means helping those in need in any way we can. The opportunities range from those in your own backyard, the national level and the world wide stage.

When we work with a client we always encourage them to include their charitable work in their marketing communication. You may be asking- WHY? When people begin to see the total picture of your company, which includes not only what you do for a living but what you give back to your community, it provides insight into your character and integrity and this is POWERFUL!

Here are some of the organizations we are involved with and we invite you to visit their website.

- The Greater West Chester Sunrise Rotary
- Chester County OIC
- The Stephen Chandler Ericson Foundation
- Quest Therapeutics, Inc.
- The Westtown East Goshen Police
- The Chester County SPCA
- The West Chester University Foundation



Bianca & Cynthia at Quest Therapeutics.



Grand Opening for Edward Jones Financial.

Client Testimonials

"Cynthia continues to be a valuable and crucial part of my consulting resources. Cynthia is extremely knowledgeable and very easy to work with. We highly recommend Cynthia, owner of ESMS, if you need a seasoned marketing resource to get the job done."

**Michael Halebian, Jr., President
Michael Halebian & Co., Inc.**

"Buona Foods hired Cynthia to help take our company to the next level in growth and development and we have been very pleased with the results! We enjoy working with Cynthia and the ESMS Team & look forward to continued collaboration!"

**Gale Ferranto, President
Buona Foods, Inc.**

"Social media provides a whole new dimension for promoting our business. The professionals at ESMS developed an effective and professional business profile for us and significantly raised the awareness of my company on all social media platforms...superb results! ESMS offered professional interviewing services for my company. Their approach, style and techniques provided the preliminary screening necessary for us to make the best hiring decisions."

**Barry L. Mellinger, President
Landis Insurance**

"I highly recommend Cynthia Dawn Ericson and her team at ESMS. They worked with me to create a great video for my YouTube channel, which is an effective way to spread the word about my company. Their guidance was professional and the process was painless! I'm extremely pleased with this crisp video and the value it is adding to my social media marketing."

**Marjorie R. Johnson, President
Ascend Consulting, Inc.**