



BORGMEYER MARKETING GROUP

2025 AGENCY SERVICES OVERVIEW

The short answer is we do it all! But, if we can take up a tiny bit more of your time, select a service below for details.





COMPREHENSIVE COLLATERAL SOLUTIONS

Enhance Your Brand with Professional Collateral

Elevate your marketing efforts with high-quality collateral that effectively communicates your brand's message.

We Offer:

- **Brochures:** Design and print eye-catching brochures that highlight your products and services.
- **Flyers:** Create impactful flyers for events, promotions and announcements.
- **Sales Sheets:** Equip your sales team with persuasive materials that highlight key benefits and features.
- **Postcards:** Use custom post-cards for direct mail campaigns, invitations and thank-you notes.



BENEFITS

- **Brand Consistency:** Maintain a cohesive look and feel across all materials.
- **High-Quality Printing:** Ensure vibrant colors and sharp images with premium printing.
- **Custom Design:** Tailor each piece to your specific needs and target audience.
- **Fast Turnaround:** Receive your materials quickly without compromising on quality.

For more details, contact BMG at hello@bmg7677.com or (636) 946-7677.



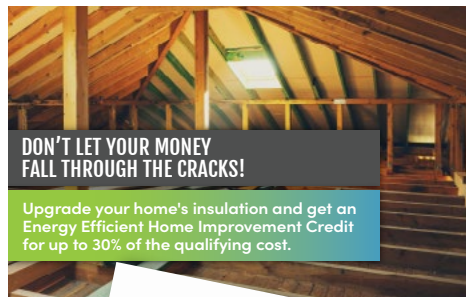
TARGETED DIRECT MAIL CAMPAIGNS

Reach Your Audience Directly and Effectively

Maximize your marketing ROI with strategic direct mail campaigns that engage your audience and convert leads to sales.

We Offer:

- **Mailing Lists:** Comprehensive, up-to-date targeted mailing lists to reach your ideal customers.
- **Creative Design:** Compelling and memorable mail pieces that capture attention.
- **Personalization:** Customizable mail pieces with variable data printing.
- **Multi-Channel Integration:** Combine direct mail with digital marketing for a cohesive strategy across platforms.
- **Tracking & Analytics:** Measure the effectiveness of your campaigns with detailed reports.



BENEFITS

- **High Engagement:** Direct mail is tangible and often garners higher engagement rates.
- **Targeted Approach:** Reach specific demographics and geographic areas.
- **Personal Touch:** Assets are personalized with messaging that resonates with your target audience.
- **Proven Results:** Utilize a marketing method with a high response rate.

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EYE-CATCHING POINT OF PURCHASE

Drive Sales with Effective POP Solutions

Boost in-store sales with strategically designed POP displays that capture customer attention.

We Offer:

- **Custom Displays:** Engaging POP displays tailored to your products and retail environment.
- **Signage:** Create impactful signs that highlight promotions and product benefits.
- **Shelf Talkers:** Provide additional product information and benefits at the point of decision.
- **End Caps:** Design attractive end cap displays that draw customers to your products.
- **Interactive Displays:** Incorporate technology for interactive and engaging experiences.



- ## BENEFITS
- **Increased Sales:** Effective POP displays can significantly increase impulse purchases.
 - **Brand Visibility:** Enhance brand presence and recognition in retail spaces.
 - **Customer Engagement:** Engage customers directly at the point of purchase.
 - **Custom Solutions:** Develop unique displays that fit your brand and products.

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COMPREHENSIVE MEDIA PLANNING & BUYING

Amplify Your Message Across Every Channel

Reach your target audience through strategic media planning and buying across multiple platforms, including cable, broadcast and OTT.

We Offer:

- **Media Strategy:** Develop a comprehensive media strategy for trackable results.
- **Media Buying:** Purchase ad space across various channels, including TV, radio, print and digital.
- **Audience Targeting:** Use data-driven insights to target specific demographics and psychographics.
- **Campaign Management:** Monitor and optimize campaigns for maximum ROI.
- **Reporting:** Receive detailed reports on campaign performance and insights to improve results.



BENEFITS

- **Broad Reach:** Access a wide range of media channels to reach diverse audiences.
- **Cost Efficiency:** Optimize your media spend with expert buying strategies.
- **Targeted Advertising:** Your messages reach the right people at the right time.
- **Measurable Results:** Track and measure the success of your campaigns.

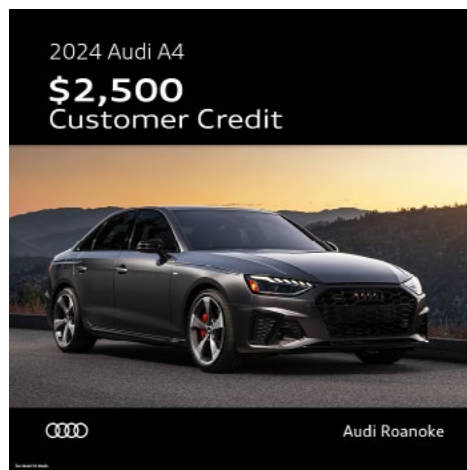
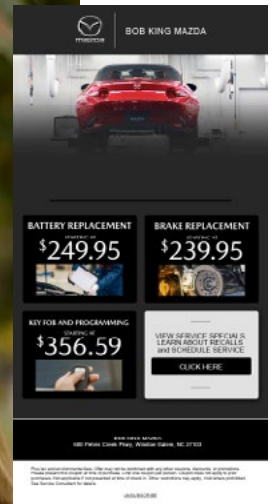
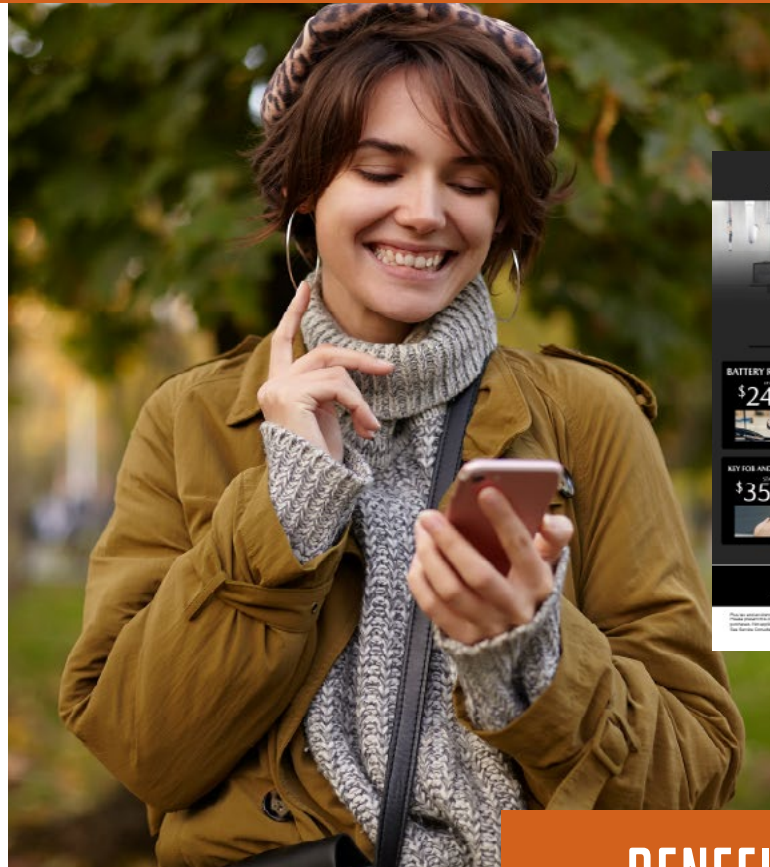
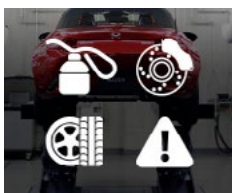
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Connect with Your Audience Online

Leverage the power of digital marketing to grow your online presence and reach customers where they are already searching.

We Offer:

- **SEO:** Improve your website's visibility on search engines with targeted SEO strategies.
- **PPC:** Drive immediate traffic and conversions with pay-per-click advertising.
- **Social Media Marketing:** Build your brand and engage with customers on social media platforms.
- **Email Marketing:** Create and send targeted email campaigns that drive engagement.
- **Content Marketing:** Develop valuable content that attracts and retains your audience.
- **Web Design and Development:** Create responsive, user-friendly websites that convert visitors into customers.



BENEFITS

- **Increased Online Visibility:** Enhance your presence on search engines and social media and reach your audience where they are already searching.
- **Targeted Campaigns:** Reach specific audiences with tailored digital marketing strategies.
- **Measurable Results:** Track performance and ROI with detailed analytics.
- **Cost-Effective:** Maximize your marketing budget with efficient digital strategies.



HIGH-IMPACT VIDEO SPOT PRODUCTION

Capture Attention with Professional Video Spots

Create memorable spots that capture your audience's attention and visually convey your brand's message.

We Offer:

- **Creative Development:** Collaborate with our team to create engaging concepts and campaigns.
- **Scriptwriting:** Develop compelling scripts that convey your message clearly and effectively.
- **Production:** Utilize top-notch equipment and skilled crews to shoot high-quality spots.
- **Post-Production:** Edit, color correct and add special effects to produce a polished video for traditional broadcast or digital.
- **Media Buying:** Strategically place your spots in prime time slots to maximize reach.
- **Analytics:** Track and analyze the performance of your campaigns to optimize results.



BENEFITS

- **Wide Reach:** Access a broad audience through broadcast or digital.
- **Professional Quality:** Ensure high production values with our experienced team and equipment.
- **Engaging Content:** Create compelling and memorable advertisements that resonate with viewers.
- **Targeted Placement:** Optimize your media spending with strategic ad placements.

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PRECISION PROGRAMMATIC ADVERTISING

Reach Your Audience with Precision

Harness the power of data-driven programmatic advertising to deliver your messages to the right audience at the right time.

We Offer:

- **Targeting:** Use advanced algorithms to target specific demographics, behaviors and interests.
- **Real-Time Bidding:** Optimize your ad spend with real-time bidding on ad inventory.
- **Cross-Channel Campaigns:** Run integrated campaigns across display, video, mobile and social platforms.
- **Creative Optimization:** Test and refine your ads to improve performance and engagement.
- **Analytics:** Gain insights with detailed reporting and analytics to measure campaign effectiveness.



BENEFITS

- **Precise Targeting:** Reach your ideal customers with highly targeted ads.
- **Cost Efficiency:** Maximize ROI with efficient ad spend and real-time bidding.
- **Scalability:** Scale your campaigns quickly across multiple channels and platforms.
- **Data-Driven Insights:** Use detailed analytics to optimize and improve campaign performance.

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PROFESSIONAL PRODUCTION SERVICES

Develop and Deliver Professional Visual and Audio Content

Leverage the power of digital marketing to grow your online presence and reach customers where they are already searching.

We Offer:

- **Concept Development:** Collaborate with our team to develop compelling concepts and scripts.
- **Pre-Production:** Plan and organize every detail, from storyboarding to location scouting.
- **Filming:** Utilize state-of-the-art equipment and experienced crews to capture high-definition footage.
- **Post-Production:** Edit, color correct, audio mix and add special effects to create a polished final product for digital or traditional broadcast.



BENEFITS

- **High-Quality Production:** Receive broadcast-ready content with our expert team and equipment.
- **Creative Storytelling:** Engage your audience with creative and compelling narratives.
- **Comprehensive Services:** From initial concept to final broadcast, we handle every step.
- **Professional Expertise:** Benefit from our experience in producing content for television, online platforms and live events.

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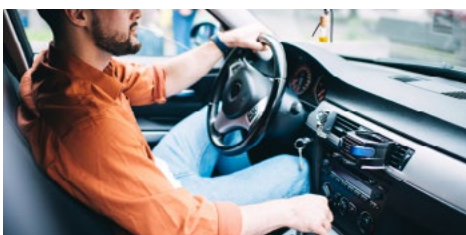
EFFECTIVE AUDIO SPOT PRODUCTION

Amplify Your Message with Engaging Audio Spots

Deliver your message to a broad audience with professionally produced radio spots.

We Offer:

- **Scriptwriting:** Develop compelling scripts that convey your message clearly and effectively.
- **Voice Talent:** Choose from a range of professional voice talents to match your brand's tone.
- **Production:** Record, edit and produce high-quality spots with professional sound engineering.
- **Media Buying:** Strategically place your ads on stations and podcasts that reach your target audience.
- **Analytics:** Track the performance of your campaigns to optimize future spots.



BENEFITS

- **Broad Reach:** Access a large and diverse audience through radio, podcasts, etc.
- **Engaging Content:** Create memorable ads that capture listener attention.
- **Cost-Effective:** Benefit from the relatively low cost of audio-based advertising.
- **Efficient Turnaround:** Quickly produce and modify spots as needed for timely messaging.

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EXPERT VIDEO EDITING SERVICES

Bring Your Vision to Life

Turn raw footage into captivating videos with our professional editing services.

We Offer:

- **Footage Review:** Analyze and organize raw footage to identify the best takes.
- **Editing:** Cut and assemble video clips into a cohesive narrative.
- **Sound Design:** Enhance audio quality with professional sound editing and mixing.
- **Color Correction:** Adjust colors to ensure a consistent and professional look.
- **Special Effects:** Add motion graphics, visual effects and animations to enhance your video.
- **Final Delivery:** Provide the final video in your desired format and specifications.



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BENEFITS

- **Professional Quality:** Achieve a polished and professional finish with our editing expertise.
- **Creative Enhancement:** Bring your vision to life with creative editing techniques.
- **Efficient Turnaround:** Receive your edited videos quickly without compromising on quality.
- **Versatile Formats:** Get your final video in any format needed for various platforms.

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CUSTOM PREMIUMS & PROMOTIONAL PRODUCTS

Elevate Your Brand with High-Quality Premiums

Enhance your marketing strategy with custom premiums and promotional products that leave a lasting impression.

We Offer:

- **Branded Merchandise:** Create a range of branded items such as apparel, bags and office supplies.
- **Custom Design:** Work with our designers to develop unique products that reflect your brand identity.
- **Quality Assurance:** Ensure top-notch quality with products that meet industry standards.
- **Bulk Ordering:** Benefit from cost savings with bulk orders for events, giveaways and promotions.
- **Variety of Products:** Choose from a wide selection of products including tech gadgets, drinkware and more.



BENEFITS

- **Increased Brand Recognition:** Boost brand visibility with messaging customers remember.
- **Customer Loyalty:** Create new and strengthen existing relationships by offering high-quality, useful items.
- **Versatile Marketing:** Use premiums for trade shows, corporate gifts and customer incentives.
- **Lasting Impressions:** Create memorable interactions that keep your brand top-of-mind.

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Drive Your Success Through Operational and Engagement Strategies

Our tailored approach and 50 years experience in the segment provides comprehensive solutions for your unique challenges.

We Excel In:

- **Internal Operations Optimization:** Streamline processes, improve workflow and boost productivity.
- **Strategic Marketing:** Planning data-driven campaigns to elevate your brand and generate real leads.
- **BDC Setup and Training:** Build a high-performing center with our infrastructure guidance and team training.
- **Performance Analysis and Coaching:** Identify areas of opportunity, track progress and implement continuous improvements.



BENEFITS

- **Efficient Lead-Handling System:** All inquiries are quickly handled with a personal touch.
- **A Sales Team of Closers:** Increase close rates with proven techniques to overcome objections.
- **A Smoother Running Dealership:** When everyone knows their job, less time is wasted chasing bugs in the system.