

M A R K E T I N G

THE DESIGN WORKS .COM

DEFINE | DESIGN | DIRECT | DELIVER

Multi Channel Marketing Solutions

How The Design Works Consults


INTEGRATED DIGITAL MARKETING


STRATEGIZE


TRADITIONAL MARKETING


DIGITAL ADVERTISING


WEB DEVELOPMENT


PLAN


DEVELOP


CREATE


BRAND DEVELOPMENT


VIDEO PRODUCTION


E-COMMERCE MARKETING


MANAGE


ANALYZE


OPTIMIZE

ONLINE | OFFLINE | ONSITE



Marketing is a multi-level process with many components to consider. I have over 40 years of experience providing marketing services and solutions to Independent Garden Centers helping them build their brand to build their business. Let's start with a conversation to see how I can help you with your marketing!

Steve Kendall • 410-977-6259 • Steve@TheDesignWorks.com

How I can help you with Marketing

First, There is NO “One Size Fits All” retail garden center marketing solution.

My role as a Garden Center Group service provider is to offer you marketing insight, perspective, and approach as it relates to your garden center’s specific internal and external marketing needs.

Marketing is a process and must be planned, produced, implemented, and reviewed.

Each business evolves through many phases of marketing during their business life. It’s important to always look at the entire marketing picture to make sure the plans and programs you implement fit your current needs.

Today, there are a vast number of marketing tools and platforms designed to help you reach your target audiences. However, it can quickly become very confusing and daunting in learning how they work and how best to use them to accomplish your marketing goals.

My marketing partners and I can help you fine tune your marketing approach by offering a full range of services from marketing consultation to campaign implementation.

The Toolbox:

- Marketing consultation, planning, and Strategy.
- Marketing project coordination and management.
- Define your brand archetype. Define your customer archetype.
- Creative design and production for marketing campaigns.
- POS system customer data analysis
- POS system consumer product information management.
- Collaborative video production.
- Website design and development.
- Online catalog development.
- In-store marketing and merchandising solutions.
- Digital media planning, strategy, creative and implementation.
- Traditional print media design and production.

First, we discover what defines your customer experience.
—Your location, facility, products, services, personnel and message.

Second, we assess your current marketing program, process, goals and objectives.

Third, we develop a plan and discuss how to move forward.

The first step starts with a conversation. Call or text 410-977-6259 or email steve@thedesignworks.com. I am here to help!

Looking to advance your digital marketing? Our digital team can expand your possibilities.

Our Digital Marketing Team and Capabilities

Digital marketing has become the primary method for reaching new customers and staying in touch with current ones. Digital marketing and management requires a team of specialists who are on top of the constant change within the medium to maximize the results. To assist our clients we collaborate with various digital marketing specialists to expand the range of talent and services we provide in the areas of digital marketing & management.

The expanded programs and services include:

- SEO Analysis and Management
- Social Media Management
- Social Media Marketing
- Digital Advertising - Planning, Creative, Implementation, and Management on the Google, Facebook, Instagram, and Tik Tok Platforms.

Trying to manage Multi-Channel Selling? We focus on centralized product information data solutions.

Multi-channel selling is “the new retail” warranting the need for product marketing information data consolidation.

Centralized product information data solutions make selling products in-store, signing products, tagging items, and selling on-line much easier than having to manage multiple systems and platforms to achieve the same objective.

In my opinion the VMX POS platform has the foundational elements to provide efficient methods for centralizing product information data.

Over the past five years, several of my clients have transitioned from older POS systems to the new VMX POS platform.

During this time I’ve helped my clients perfect their VMX POS data integrity, allowing them the ability to use their POS product information in more front-facing consumer information touch points.

Additionally, we’ve assisted our clients in their request of high-resolution product imagery and detailed product attributes, from vendors, distributors, growers and hardgood manufactures.

As we worked with our clients we were able to developed a close working relationship with the VMX team giving us the ability to share ideas on added functionality to further expand product information data management capabilities within VMX.

If you’re already using VMX or are considering moving to VMX and have any questions about centralizing product information data, give us a call to see how we can help or guide you through the process.

We’re very excited to be working with the VMX POS system to finally be able to centralize product information data within one system giving independent garden centers the ability to explore multi-channel selling.

HAVE QUESTIONS? Give me a call @ 410-977-6259 or shoot me an email Steve@thedesignworks.com