

JIGSAW
MARKETING SOLUTIONS

CONTENT MARKETING IN ACTION



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Since 2002, JigSaw has provided proactive, thoughtful and results-driven marketing and public relations support to clients. In a constantly-evolving marketing landscape, we are committed to staying up-to-date on best practices while staying true to proven core marketing principles. We keep clients top of mind in their target markets by establishing and communicating dynamic key messaging through consistent marketing communications, whether in print, in person or online. Through this approach, we have been able to attract and retain clients while delivering exceptional return on investment.

JigSaw is fast, efficient, highly-responsive and dedicated to making our clients look good. Additionally, we are certified as a woman-owned business through both MDOT and Baltimore City and can help meet MBE/DBE requirements for your project team. Specific areas of service include:

Strategic Marketing

- Communications Plans
- Market Research
- Marketing Audits

Branding

- Naming
- Taglines
- Key Messaging

Online Content

- Website Content
- Emails
- Blogs
- Social Media

Print Content

- Direct Mail
- Ads
- Newsletters
- White Papers

Promotion Development

- Anniversaries
- Contests
- Partnerships
- Events
- Philanthropic

WHY WORK WITH JIGSAW?

- ◇ Proven track record of boosting client revenue thanks to consistent marketing
- ◇ Woman-owned, MBE/DBE certified with the State of Maryland and Baltimore City
- ◇ 20+ years experience in B2B and B2C product and service marketing
- ◇ Well-established industry connections
- ◇ Unparalleled personal attention and initiative to keep projects moving

RELEVANT EXPERIENCE



FLOURA TEETER LANDSCAPE ARCHITECTS

In July of 2009, Baltimore-based FTLA retained JigSaw Marketing Solutions to develop a strategic marketing plan that would help them grow their business. Despite being in business for nine years, awareness of the firm was low and even those who were aware of the firm did not realize its size or the scope of services offered. Through a strategic approach of promotions and consistent content marketing including blogs, website updates, social media posts, media outreach and email marketing, JigSaw helped FTLA achieve a 29% increase in year-over-year revenue. Work on FTLA's 10th anniversary promotion also garnered a Marketing Excellence Award from the Baltimore Chapter of the American Marketing Association as well as a Mayor's Business Recognition Award for the client.

"Kathy has been working with our firm to develop and implement our marketing plan. Her knowledge of our industry, creative ideas, and quality of her work has helped our firm grow and reach new clients. Kathy is very responsive, detail oriented, delivers a high quality product, and a pleasure to work with."

— Joan Floura, President, Floura Teeter Landscape Architects



SIGNS BY TOMORROW

For the past two years, JigSaw has provided Signs By Tomorrow corporate with monthly content including emails targeted to specific customer groups, blogs, video scripts, case studies, and website and social media content while also handling media outreach for headquarters and 150 franchisees around the country. As part of the editorial calendar, JigSaw suggested a social media contest which, once implemented, increased the number of followers on the company's Facebook page by nearly 70% and gained the company valuable media coverage..

"I just got a call from a franchisee in Royal Oak, MI. His email blast...went out today at 11:03 a.m. and he got an exterior signage order from a new client at 11:06 a.m. He mentioned this client will most likely need additional interior signage as well. Franchisees are thrilled about the campaign and now it is clear our clients are pretty impressed as well! Thanks for your hard work!"

— Heather Davis, Director of Marketing, Signs By Tomorrow/Alliance Franchise Brands

STRUCTURA

In October 2012, JigSaw was retained by Rockville-based structural engineering firm Structura, Inc. to develop a strategic marketing plan and then to implement the tactics in the plan. Over the past two years, JigSaw has facilitated the development of a new website and social media presence for the company, a qualifications package for business development purposes, a 25th anniversary initiative, a successful monthly email campaign highlighting the company's areas of expertise and ongoing case studies designed to position the firm's management as thought leaders in their industry.

"We have received excellent feedback on the last email blast. I want you to understand that we are extremely happy with the effort and direction. You listen and execute. Kudos!"

— Jeffrey Overmiller, PE, Principal, Structura, Inc.



SELECT CONTENT MARKETING SAMPLES



Client: Carl's Door Service

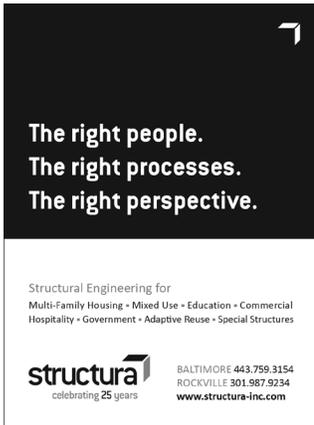
[Messiest Garage Contest](#)

[3 Things to Consider When Selecting Windows for Your Garage Door Blog](#)

[Monthly E-newsletter](#)

[5 Tips for Organizing Your Garage Blog](#)

[TV ad spot](#)



Client: Structura

[Website](#)

[25th Anniversary Promotion](#)

[Structura Knows...Senior Living Email Blast](#)

[New Office Email](#)

[Baltimore City School Construction Email](#)

[Case Studies](#)

Client: Carsins Run at Eva Mar

[Facebook Page](#)

[Content for Temporary Website](#)



Image360

[Make It Possible Email](#)

[Interior Design Trends White Paper](#)

[Facebook Contest Email](#)

[Keys to Successful Marketing Collaboration White Paper](#)

[Getting Schooled on Signage White Paper](#)



Client: Floura Teeter Landscape Architects

[Community Grows Here Initiative](#)

[RFP Alert: University of MD Building Email](#)

[Parking Day Invitation](#)

[E-newsletter](#)

Client: First Act Accounting

[The Spotlight Blog Posts](#)