



Your Key to marketing success



**Eric P. Jones &
Associates Inc.**

Marketing Consultants

Unlock your marketing potential with the Eric P. Jones & Associates Inc

Growth strategies. Managing change. Expanding your markets. Improving customer relationships. At Eric P. Jones & Associates (EJA), we understand the current and emerging marketing challenges facing your organization. Since 1981, EJA has excelled in creating innovative marketing approaches to meet those challenges, adding bottom-line value and letting you move ahead with confidence.

Customized solutions

At EJA, we don't offer "canned programs" or the latest fad. Our integrated marketing programs are based on an in-depth analysis of your objectives and situation, identifying and hitting your highest potential targets consistently and effectively.

We leverage information and our experience gained across a wide variety of business sectors to cost-effectively meet your marketing goals. EJA helps clients attack their markets by providing the critical information, analysis, strategies and programs that bring about noticeable, measurable increases in sales and profits.

Make a real impact

Whether your organization is looking to set foot in new markets, or simply better penetrate existing ones, integrated solutions from the Market Research, Strategic Marketing Planning, DirectContact™ and Customer Relationship Groups at EJA can:

- Provide you with the best marketing intelligence available.
- Help you maximize your market potential.
- Fine-tune your strategic plans.
- Develop and apply new marketing approaches that boost bottom-line results.
- Identify those prospects most likely to buy.
- Build retention programs that add value, contribute to your market position and drive customer loyalty.

Turn marketing challenges into powerful solutions

The ability to market more effectively can make a world of difference to your company's profit picture. Call us toll-free at 1-866-654-2434 and put EJA's proven, practical and professional marketing solutions to work for your organization.



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with KeySteps™ System

KeySteps™ to Marketing Success

Results-Based Market Research

You know the value of fast, flexible and informed action. EJA's Market Research Group services are the best way to quickly and accurately key in on the right markets, locate your best prospects and form the foundation for enhancing top- and bottom-line strategies. No matter what your research needs, EJA can provide you with detailed information about the attitudes, preferences and trends that drive decision-makers through:

- Feasibility Studies
- Marketing Opportunity Analyses
- Industry/Product Overviews
- Competitive Benchmarking
- Trend Analysis
- Customer/Prospect Surveys
- Market Potential Assessment
- New Product Creation/Product Extension Studies
- Product Launch Planning/Market Introduction Evaluations
- Post-Project or Post-Product Launch Audits
- Distribution Analyses

Action-Oriented Strategic Marketing Planning

Let EJA help you chart an optimal strategic course through intensifying competition, rapid technology shifts and major swings in customer demand with Strategic Marketing Plan Development tools such as:

- Business Opportunity Analysis
- Organizational Capability and Systems Assessment
- Business Model Development
- Business Plan Development and Review
- Planning Session Facilitation
- Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis
- Competitive Analysis
- Segmentation, Positioning and Branding Strategies

Business-Building DirectContact™ Campaigns

Make an impact on your markets with EJA's DirectContact™ system. Integrating well-defined strategies, highly targeted direct mail, personalized telephone qualifying and the proven sales skills of your sales force, DirectContact™ opens more doors and generates more business by:

- Identifying hot prospects immediately – on a daily basis.
- Building an in-depth sales and marketing database on every prospect.
- Uncovering the key factors governing each prospects buying process.
- Freeing up your sales force to do what they do best – face-to-face selling to well-qualified prospects.

Loyalty-Creating Customer Relationship Surveys and Programs

Using written questionnaires, telephone surveys and face-to-face meetings, EJA's Customer Relationship Group gathers crucial information on how your customers view your organization and the products and services it provides. Our in-depth profiles give your team a more complete insight into your customers' unexpressed expectations and future needs, what they value about you and where you surpass your competitors. We help you strengthen your sales and marketing program (both externally and internally) through:

- Customer Relationship Audits
- Key Account Audits
- At-Risk Account Audits
- Exit Surveys
- Customer Loyalty and Cross-Sell Programs

**Specialists in
business to business marketing**



Marketing Consultants

Unique Marketing Insights

Unique Marketing Solutions

At Eric P. Jones & Associates Inc. (EJA), we specialize in helping organizations better penetrate existing businesses and to develop the markets so vital to their future growth. A full service firm, EJA has provided comprehensive professional marketing consulting services on a local, national and international basis since 1981. Our range of services includes:

- Strategic Planning
- Marketing Audits
- Market Research
- DirectContact™ Prospect Qualification Systems
- Feasibility Studies
- Customer Satisfaction Surveys
- Industry Research and Competitive Analyses
- Advertising and Sales Promotion
- International Marketing

