



**Business<sup>3</sup>**  
marketing consultants



***What's in the box?***



# 1 ideas

## *We Have Ideas*

**Business<sup>3</sup>**, a leading marketing agency in Dallas, Texas, is dedicated to providing integrated marketing solutions for growing businesses.

Founded in January 1993 as Targeted Marketing Concepts, **Business<sup>3</sup>** is one of the longest running agencies in Dallas that offers integrated marketing services. The company's point of difference within the industry is its ability and dedication to integrating multi-channel marketing solutions.

**Business<sup>3</sup>** provides services to our clients in the following disciplines: online advertising, traditional advertising, corporate identity, business development, advertising creative design, affiliate marketing, search engine optimization, web site design, direct mail and e-mail marketing, public relations and complete marketing integration.

# 2 solutions



## *We Create Solutions*

At **Business<sup>3</sup>**, we recognize that your target market varies from one marketing medium to another. The ideal online market is generally not the same as its offline counterpart. We are able to accurately identify and target customers in the different marketing mediums, and still maintain a common unified message. Whether you need an online marketing campaign built from the ground up, or simply want to better integrate your already existing campaigns, **Business<sup>3</sup>** can create and execute an integration plan which will achieve a unified marketing initiative. To accomplish this, **Business<sup>3</sup>** works closely with your internal and external marketing resources to create an integrated marketing campaign that is more effective than just the sum of its parts. **Business<sup>3</sup>** is dedicated to helping its clients achieve such goals as:

- Generating revenue
- Increasing Web site traffic and user registration
- Increasing brand or product awareness
- Using marketing dollars more efficiently to lower cost of sales.
- Obtaining valuable information rates about customers
- Growing and retaining a customer base
- Achieving consistency in an overall marketing strategy



## 3 dimension

### *We Impact Every Dimension of Your Business*

#### **Business Development:**

Companies such as biztoolsplus.com, Trip.com, Sandals and many others have relied on **Business<sup>3</sup>** to create co-branded partnerships and private labeled agreements to cost effectively extend their distribution.

#### **Affiliate Marketing:**

Sandals Resorts, Trip.com and others have retained **Business<sup>3</sup>** to promote their brands through advertising, business development and other promotional activities.

#### **Corporate Identity:**

**Business<sup>3</sup>** has helped companies such as biztoolsplus.com and STI create a long lasting solid first impression. Most companies forget that the first impression of their business is brought upon by their company logo, business cards and brochures.

#### **Traditional Advertising:**

**Business<sup>3</sup>** has planned and purchased effective traditional media campaigns for Travel Media, Agency Today, Primidom Lending and biztoolsplus.com.

#### **Online Advertising:**

**Business<sup>3</sup>** has planned and purchased effective online media campaigns for Inktomi, Travelscape and biztoolsplus.com.

#### **Web Site Design:**

**Business<sup>3</sup>** has designed sites such as biztoolsplus.com that have been recognized as being one of the top 5 Small Business sites on the web. (Cahners InStat recognized biztoolsplus in Q2 2000)

#### **Management Consulting:**

Advised companies such as biztoolsplus.com, Travel Media Co., Columbus Group, Travelscape.com and others on strategies to control or reduce burn-rates, more effectively utilize resources, and survive and grow during tight financial conditions.



Our staff has worked with companies ranging from dot-com start-ups to the Fortune 500. The following list includes some of the companies that have retained our services:

- AMERICAN EXPRESS
- BIZTRAVEL.COM
- CONSUMERS DIGEST ONLINE
- BIZTOOLSPLUS.COM
- INKTOMI
- MCI WORLDCOM
- PEGASUS SOLUTIONS™
- TRAVEL MEDIA COMPANY
- UPS®
- TRIP.COM
- TRAVELSCAPE.COM
- SANDALS RESORTS®
- TRAVELWEB®
- STI
- PRIMIDOM INC.



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