

THE SIMONS GROUP

Communications that hit the mark.

The Simons Group provides concept development, copywriting, graphic design, Web coding and process management services to help you communicate clearly, concisely and cost-effectively. What sets us apart is what we're missing: the middleman. Our unique structure enables you to work directly with the creative professionals who develop your marketing materials, streamlining the process, improving quality, lowering costs, and getting everything out the door and into the marketplace where it belongs.

To help you manage your projects and your budget, The Simons Group offers two ways to buy our services: our unique Creative Complete or our flexible Creative Choice programs. Both options benefit from the same high-quality standards; the difference lies in how comprehensive you want our relationship to be.

CREATIVE COMPLETE

For companies that want the benefits of a full-service marketing department without the overhead, The Simons Group has pioneered a new way to work. For a fixed monthly fee, you have access to a full spectrum of creative professionals, often for less than the cost of hiring a single person in house. We set specific monthly and annual marketing goals, create everything necessary to achieve those goals, and provide detailed monthly reports tracking our progress. This close working relationship functions like an off-premises extension of your company — without any hidden costs.

CREATIVE CHOICE

If you have a small number of projects that need top-notch copywriting, Web coding or graphic design, The Simons Group can accommodate your needs. It may be a one-time project such as a brochure or Web site redesign or a regular part of your marketing mix such as a newsletter or Web site maintenance; either way, we have experienced people on staff to translate your ideas into reality. And our fixed-fee pricing enables you to manage your budgets with complete accuracy, guaranteed.

No matter how you decide to work with The Simons Group, you will connect with people who have been selected for their talent as well as their ability to listen and understand. Find out more about what we do... and what we can do for you. It all starts when you contact us.

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OUR CAPABILITIES

Offering a full spectrum of creative solutions

Copywriting and Graphic Design

Ads (print and electronic)	Folders	Pitch Books
Annual Reports	Ghost Writing	PowerPoint Presentations
Articles	Holiday Cards	Press Releases
Biographies	Info Graphics	Profiles
Brochures	Interviews	Promo Items
Case Studies	Large Format Graphics	Research
Directories	Letter Writing	Sell Sheets
Earnings Releases	Logos	Stationary Systems
E-Blasts	Mailers	Trade Show Booths
Editing	Newsletters	Web Site Copy
E-Newsletters	Packaging	White Papers
Flyers		

Web Site

Banner Ads	Hosting	Site Registration
Concept	HTML/CSS/XHTML Coding	Splash Pages
Design	Maintenance	Web Training
Flash Programming	SEO/SEM	Web Site Statistics

Miscellaneous

Location Photography	Radio Commercials	Videography
Printing	Sound Engineering	Video Editing
Mailing	Translation Services	Voice Over
Podcasting		

strategy | copywriting | editing | graphic design | web coding | process management

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