

Marketing

An integrated approach to realizing your competitive advantage



Marketing provides a strong base for all aspects of creative development at Silver Oaks. Our goal is to help you find and maintain a good fit between your organization's resources and objectives and evolving market opportunities, so you can gain increased growth and long-run profitability. Whether your focus is a better website, radio or TV spot, print ad, billboard or special event, we'll use our expertise to develop and implement a plan that will inspire your audience to adopt new attitudes and choose your brand.

Talents and Expertise

- Research and analysis
- Strategic planning
- Media planning and placement
- eMarketing
- Social media
- Promotions and events

Creative Process

A variety of tasks make up our integrated marketing approach. These include:

1. Understanding your mission and the role marketing plays in fulfilling that mission.
2. Setting marketing objectives.
3. Gathering, analyzing and interpreting information with regard to your current challenges, strengths, opportunities and competition.

4. Developing a marketing strategy that includes planning and placement.
5. Implementing the marketing strategy within the mediums best suited to reach your audience.
6. Evaluating marketing efforts and making changes if necessary.

Get Started

1. Call and ask to speak to one of our sales representatives – **309.797.9898**
2. Email us your questions or send information on your next project – **info@silveroaks.com**
3. View our portfolio – **silveroaks.com/portfolio**
4. Discover more of our creative media solutions – **silveroaks.com/studios**