



KGI DESIGN GROUP | HTCC VETERAN'S BUSINESS EVENT

STARTING YOUR OWN BUSINESS?
IMAGINE THE
POSSIBILITIES!

DEVELOPING YOUR MARKETING
AND ON-LINE PRESENCE

YOU? IN BUSINESS?

SO YOU HAVE A
GREAT IDEA
FOR A BUSINESS!



The value
of an idea
lies in
the using of it!

- ALBERT EINSTEIN

Incorporate...then give your company time and attention.

CONSULT SOME PROS



Let's Get Moving!

Tell us more about your idea, product, service, and expectations. KGI can refer you to the business consultants you need to get started.



**DREAM BIG
WORK HARD**

**"You are not in business
because your good at
accounting"**

- GEORGE CAVOORIS
MY ACCOUNTANT

**Build a team of trusted
professionals**

Coach/Attorney/Insurance Agent/
Accountant/Bookkeeper/Banker

*You don't need to do everything yourself - do what you are good at,
delegate the rest.*



TOGETHER
WE ACCOMPLISH MORE



KNOW YOUR PRODUCT/SERVICE

STRENGTHS

What do you do exceptionally?
How are you different from the competition?

WEAKNESSES

What areas are you under-delivering in?
What are your competitors strengths?

OPPORTUNITIES

Increase customer/prospect database?
Expanded programs
ie: Customer loyalty,
Strategic partnerships?
Technology efficiency?
Price point bundling of services?

THREATS

Competitive challenges?
A changing market:
changes in customer behavior/technology?

IDENTIFY KEY PRODUCT POINTS: SWOT

- What is your product/service?
- Why do customers need it?
- How is it used?
- What is the Cost vs Value?
- What problem does it solve?
- How does it affect client's time/budget/energy?

DO THE DUE DILLIGENCE!

POLITICAL FACTORS

Environmental?
Legislative?
International Issues?
Funding, grants,
initiatives?

ECONOMIC FACTORS

Local economy?
Taxation?
Market/trade cycles?
Interest/Exchange rates?

SOCIAL FACTORS

Lifestyle trends?
Demographics?
Consumer attitudes?
Media/news?
Social image/culture?
Ethical issues?

TECHNOLOGICAL FACTORS

Competing technology?
Replacement technology?
Manufacturing?
Consumer buying
mechanisms?
Intellectual property issues?
Potential innovations?

EXAMINE EXTERNAL FACTORS: PEST

- How does your product or service fit in the marketplace?
- Is it priced right for profit and saleability?
- What makes it unique?
- Why should consumers care?

Remember there is Coke and there is Pepsi!

KNOW YOUR CUSTOMERS



Let's Find Your Customers!

KGI Market Research works with you to define and reach your target market.



THE JOURNEY OF A THOUSAND MILES, BEGINS WITH A SINGLE STEP.

DEFINE YOUR TARGET AUDIENCE

- Who is the decision maker?
- What are the demographics?
Age, income, gender, etc.
- How can you reach them?
- What is their perspective?
- What terminology does the audience use?

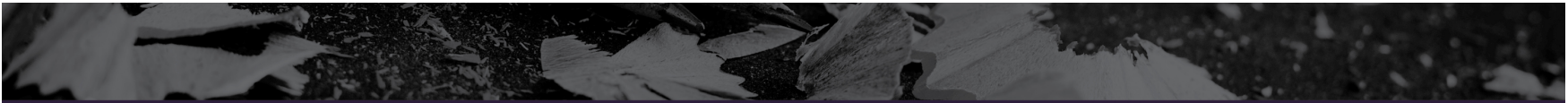


KNOW YOUR COMPETITION

Go through this process to better understand your services/products, your customers, and your competition in a changing landscape.

THE COMPETITIVE LANDSCAPE

- Who are your direct competitors?
- How do your services/rates compare against the competition?
- What are the trends/changing behaviors, and challenges in the marketplace?
- What role does technology play?
- How do they appear in the industry?



FOCUS

THE RIGHT RESEARCH = THE RIGHT RESULTS

PROMOTE YOUR BRAND



Let's Make You Look Great!

KGI Design Professionals collaborate to develop your logo and establish your unique brand.



**WE'RE HERE TO
PUMP YOU UP!**

THINK BEYOND THE BRANDING FROM TARGETED DESIGNS TO HOW, WHEN & WHERE YOU USE THEM

Develop a strategic approach to reach your target customer.

- Identify strongest brand positioning/message/language
- Communicate through the most effective channels
- Provide a marketing road map to the next stage of your business

DEVELOP YOUR DIGITAL IMAGE



Let's Get You Online!

KGI's Technology Team designs, develops and maintains the perfect website for your new venture.



IT'S ACTUALLY
PRETTY SIMPLE.
EITHER YOU DO IT,
OR YOU DONT.

- Develop your website
 - Responsive
 - Style: Static or Parallax
 - On-Line Brochure or a selling tool
 - User experience
 - Blog
- Develop a digital marketing plan
 - Set up your Social Media
 - Email Marketing Campaign
 - Digital Advertising/Mobile
- Think about content
 - Imagery - photography, graphics
 - Content
 - Video

A hand holds a white pencil case filled with various colored pencils (purple, green, grey, black). The background is dark with a smartphone visible on the right side. The text is overlaid on the image.

GO MOBILE

**GET YOUR PRODUCT OR
SERVICE INTO THEIR HANDS**

“Be genuine. Be remarkable. Be worth connecting with.”

- SETH GODIN

SOCIAL MEDIA CHANNELS

Let's Get You Connected!

KGI's Online Marketing Team, creates a social media strategy to give your product or service maximum exposure.



GOOD THINGS COME TO THOSE WHO WORK ... WITH KGI.

- Blogs
- Online forums and communities and groups
- Social networks
(Facebook, LinkedIn, Pinterest, Instagram, Twitter, Snapchat)
- Multimedia sharing
(YouTube, Flickr, iTunes)
- Social bookmarking
(StumbleUpon, Delicious, Digg, Reddit)

STAND-IN

SOCIAL MEDIA

SOCIAL

Relating to friendly companionship

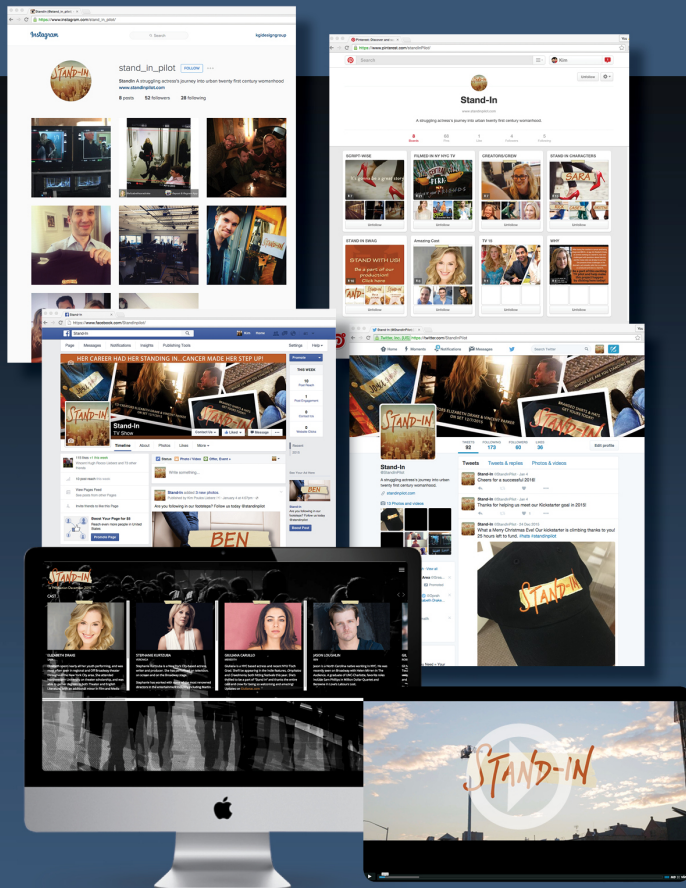
Seeking or **Enjoying** the companionship of others; friendly; sociable; gregarious

Connected with society

Involved in many social activities

MEDIA

A means of communication that reach or **Influence People Widely**



PRINT IS NOT DEAD

TRADITIONAL MARKETING MATERIALS



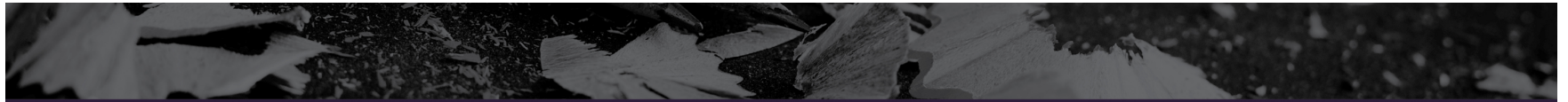
Let's Promote Your Brand!

Brochures, Advertising, Tradeshow materials; KGI maximizes your marketing dollars by producing targeted marketing pieces.



**A YEAR FROM NOW
YOU WILL WISH
YOU HAD STARTED
TODAY.**

- Brochures
- Print Ads
- Trade Show Signage/Materials
- Sales Sheets, Rack Cards
- Leave Behinds
- Promotional Items



READY
TO GET STARTED?

**YOU'VE
GOT THIS!**



Congrats!

Let's celebrate your success!

**"...If you work hard enough
and assert yourself, and use
your mind and imagination,
you can shape the world to
your desires."**

- MALCOLM GLADWELL

VISUALLY TELL YOUR STORY WITH AN INFOGRAPHIC

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DELIVERABLES TO CONSIDER

RESEARCH, BRANDING, MARKETING STRATEGY, TARGETED CREATIVE

RESEARCH

- Comprehensive Research Document
- Focus Groups
- Quantitative Online Research
- Industry Trends

BRANDING

- Mood Boards
- Tag Line Development
- Identity/Logo
- Imagery Style

STRATEGY

- Mission Statement Positioning/ Messaging
- Recommended Collateral Across Platforms Digital and Traditional
- Media Plan

CREATIVE

- Creative Executions
- Design/Layout
- Photography
- Copy Writing
- Printing



Enough about us, let's talk about you!



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