



BL Marketing and the Luxury Market

Marketing and Public Relations

Barter Luxury's Industry Professionals Can Help You To:

- ☐ Increase Visibility
- ☐ Ensure Proper Positioning
- ☐ Maximize Internet Presence
- ☐ Implement Marketing Initiatives to Generate New Clients
- ☐ Create Promotional Opportunities To Generate Business During Shoulder Seasons
- ☐ Ensure Your Special Events, Seasonal Products, New Products and Styles, and Other News is Noticed
- ☐ Seek Strategic Partnerships with Publications, Similar Vendors, Corporate Accounts, Etc.
- ☐ Ensure Product Line is Included In All Regular Trade and Consumer Publications
- ☐ Seek Public Relations Opportunities, E.g. Trade Show Features, Magazine Articles, Cross Promotion, Etc.
- ☐ Penetrate Into New Markets Such As International, Regional, Corporate Accounts, Etc.

Barter Luxury Will:

- ☐ Create a Marketing Plan Tailored To Your Individual Needs and Objectives
- ☐ Integrate With And Enhance Your Existing Marketing Function
- ☐ Have Barter Luxury Executives and Marketing Professionals Fully Support Your Marketing Objectives – We Do The Work For You

Unsold Inventory – The Perfect Way To Pay

- ☐ Pay For Your Barter Luxury Services With Your Unsold Product Inventory
- ☐ Receive Full Value for Products and Services, All At Your Cost of Goods
- ☐ Pay For The Products and Services Your Business Needs With Unsold or Overruns of Product, Rather Than Cash

Bottom Line Expense Savings

Purchase Essential Business Services With Excess Product Inventory. Some of The Services Available Through Barter Luxury:

- ☐ Professional Services
- ☐ Marketing – Media and Design
- ☐ Construction/Maintenance Services
- ☐ Printing
- ☐ Telephones Installation
- ☐ Floral Décor, Equipment Rental Musicians, Photography
- ☐ Special Event Production

Employee Incentives and Benefits

- ☐ Performance Rewards – Travel, Hotels and Resorts, Theater and Sporting Events, Gifts
- ☐ Management Training
- ☐ Visits to Medical Professionals Including Dentists

Customer Relations Programs

- Customer Newsletters and E-Letters
- Frequent Purchase Programs
- Corporate Gift Programs

Improved Profitability For Your Company

- Strategic Marketing and Public Relations Plan Drives New Business When You Need It Most
- Barter Luxury's Vast Network of Other Professionals Brings In New Customers, Creating A "Buzz" About Your Products and services

Financing

Barter Luxury Helps Companies To Use Alternative Financing By:

- Allowing You Full Value Purchasing Power For The Products and Services You Need, Paying With Excess Product Inventory – Not Cash – At Your Cost Of Goods
- Helping You To Receive The Products and Services Now, With The Payment Being Deferred Until The Products or Services Are Consumed
- Products Are Delivered as a Normal Course of Business Creates Smooth Cash Flow
- Financing Is Interest Free
- This Financing Is Driving New Customers to Your Product or Service
- You Control Blackout Product Selection and Inventory

Summary

- Maximize Your Business Potential With a Marketing Plan Created By A Team of Professionals
- Drive Traffic To Fill Your Shoulder Seasons and Need Periods
- Raise Awareness, Visibility, and Loyalty to Your Products and Services
- Opportunity To Access a Wealth of Essential Business Products and Services
- Create And Fund Customer, Manager and Employee Incentive Programs
- Pay With Your Excess Inventory
- Deferred, Evenly Distributed, Interest Free Financing For Expenses You Incur Now – At Your Cost of Goods
- The Financing Drives Traffic To Your Own Business – You Are Investing In Your Own Success!