



# BL Marketing and Media Companies

## 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 Corporate Accounts, Etc.
- ☒ Seek Public Relations Opportunities, E.g. Trade Show Features, Cross Promotion, Other Media including Magazine Articles, Newspapers, Radio, Television and Billboards, 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 Media 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 Media, Rather Than Cash

## *Bottom Line Expense Savings*

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

- ☒ Professional Services
- ☒ Marketing – Media and Design
- ☒ Construction/Maintenance Services
- ☒ Printing, Signs
- ☒ Telephone 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 Media 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 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 Media 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!