



Ever notice **how fascinating**
a simple conversation can be?



The interchange between two people brings out truth, passion and personality in a way few other things do. A good conversation has the ability to draw us in, educate us and make us take sides. It can even sell us on a person, an idea — or a product or service — without even realizing that we were making a “buying” decision.

Conversations connect in a way traditional marketing cannot.

Your brochure doesn't bring you clients. Neither does your website. Your best clients hire you because of *a sense of chemistry* that develops as you engage in conversation with them. They are not impressed by your credentials, record of accomplishments or list of services — the things that traditional marketing approaches emphasize — *unless they are first impressed with who you are* and how you approach their issues.

How many conversations can you start at one time?

Right now, you have to build your practice one conversation at a time. It's a lot of effort and it takes away from the time you can spend doing the work you love. It's also disappointing when you spend time on conversations and there is no possibility of chemistry. How you can make it easier for the prospects you really want to find you?

Deploy your most powerful marketing tool — you.

Imagine being able to start your side of the conversation with many people at the same time. You could draw on commonly-asked questions or key issues faced by your clients. You could weave in stories of how you have helped various businesses and people tackle those questions and issues. As you spoke, the depth of your expertise and the intensity of your passion would come through without you ever having to say a word promoting yourself. Prospects will “get” you right away, and many will be drawn to you because you took the time to be real and create a personal connection.

A simple, sensible solution that extends your reach.

onMedia from Evoke helps you begin conversations with multiple audiences — prospects, referral sources and past and current clients — at once. In just five steps, you can have the most effective marketing program you have ever had — a turnkey solution that, over time, will build mind share, generate leads and make it easier for others to refer business to you.

1. **Strategize.** Together we identify the key issues your clients face — and the ones you most enjoy helping them resolve.
2. **Create.** We craft a rough script through interviews. Then we turn that script into video, audio and print collateral and edit it into a seamless, professional-quality presentation. *(We will work with you to ensure that all final products comply with ethics and regulatory standards set by your profession.)*
3. **Deploy.** We develop and execute a deployment plan to get your finished material into the hands of the people you need to see it.
4. **Delve.** We measure responses using some simple metrics and create an uncomplicated follow-up program for you.
5. **Repeat.** New material is created and deployed at specified intervals for maximum effect *(you can also opt for a single issue instead of a full program).*

nine integrated, inclusive, turnkey marketing programs:

onScreen

Video is the most effective way for people to get to know and feel comfortable with you. Online video viewing is on the rise in all categories of interest — including serious business topics — as people increasingly look to the short video format for important information. With onScreen you get:

- Professionally scripted, directed, filmed and edited 3–5 minute video showcasing your expertise and, most important, your personality.
- On-screen graphics appropriate to your brand and royalty-free music.
- Robust deployment across media channels including YouTube (the second-most popular search engine), your own website and key industry outlets.
- Separate audio deployment downloadable for listening on audio devices.

OnScreen Sextet	OnScreen Quartet	OnScreen Solo
<ul style="list-style-type: none"> ▪ 6 distinct videos per year. ▪ Our most comprehensive video package. ▪ Ideal for showcasing multiple professionals addressing a broad range of topics. ▪ Includes a coordinated email marketing campaign, plus a 500 piece 4-color brochure, for each video. 	<ul style="list-style-type: none"> ▪ 4 distinct videos per year. ▪ A strong entry into the online video arena. ▪ Well suited for small companies or solo practitioners. ▪ Includes a coordinated email marketing campaign, plus a 500 pc. 4-color brochure, for each video. 	<ul style="list-style-type: none"> ▪ Single video. ▪ Provides cost-effective access to one of the most important new communication tools. ▪ Perfect for solo practitioners.
<p>Starting at \$2330 (Solo)</p>		

Extraordinary Value: complete marketing programs

onAudio

Audio is one of the most portable ways to present information and engage people. In a world that is always on the go, an audio presentation puts your distinctive voice and ideas in the ears of customers and prospective clients wherever they are. With onAudio, you get:

- 3-5 minute audio program, scripted and edited by a professional writer, of you discussing issues your clients care about.
- Royalty-free intro and concluding music.
- Aggressive online distribution campaign that promotes easy downloading and listening on all audio devices, including phones and MP3 players.
- Attractive, high quality print piece covering the highlights of your program (suitable as a leave-behind or follow-up piece).

OnAudio Sextet	OnAudio Quartet	OnAudio Solo
<ul style="list-style-type: none"> ▪ 6 distinct audio presentations per year. ▪ A complete audio program intended to maximize your exposure. ▪ Perfect for showcasing multiple professionals on multiple issues. ▪ Includes a coordinated email marketing campaign, plus a 500 piece 4-color brochure, for each presentation. 	<ul style="list-style-type: none"> ▪ 4 distinct audio presentations per year. ▪ A multilayered audio package to promote your firm. ▪ Ideal for small companies or solo practitioners. ▪ Includes a coordinated email marketing campaign, plus a 500 piece 4-color brochure, for each presentation. 	<ul style="list-style-type: none"> ▪ Single audio presentation. ▪ A basic, but effective, new marketing tool for your company. ▪ Perfect for solo practitioners.
<p>Starting at \$2030 (Solo)</p>		

Extraordinary Value: complete marketing programs

onPrint

Quality printed marketing materials are critical for attracting business, even in the age of new media. But traditional brochures do not always represent professionals well; they tell too much or reveal too little. onPrint puts you in high relief with a question/answer format that speaks directly to prospective clients. With onPrint you get:

- Attractive 4-page piece featuring you discussing issues of interest to your clients and prospects.
- Customized professional design incorporating your headshot(s), logo and choice of color schemes.
- Targeted distribution plan tailored to your business.
- PDF for electronic use.
- 500 professionally-printed copies of each piece, on quality, glossy stock.

OnPrint Sextet	OnPrint Quartet	OnPrint Solo
<ul style="list-style-type: none"> ■ 6 distinct pieces. ■ Robust print-based promotion. ■ Ideal for larger companies or those wishing to cover the maximum number of topics. ■ Includes a coordinated email marketing campaign for each brochure. 	<ul style="list-style-type: none"> ■ 4 distinct pieces. ■ A visible entry into print marketing. ■ Perfect for small companies or solo practitioners. ■ Includes a coordinated email marketing campaign for each brochure. 	<ul style="list-style-type: none"> ■ Single piece. ■ Best for solo practitioners. ■ Better than than the usual brochure for building relationships ■ Provides a low barrier to entry for a critical marketing staple.

Starting at \$2530 (Solo)

Extraordinary Value: complete marketing programs

Transform your conversations into *a campaign that brings in business.*

Professionals of all sorts have dozens of conversations every day.

But these conversations turn into effective marketing only a fraction of the time. onMedia converts conversations into effective marketing and profitable relationships for your firm. Taking it to an even higher level, Quartet and Sextet are *integrated marketing campaigns targeting multiple audiences*, with a coordinated message across a range of media throughout the entire year. All onMedia levels include deployment plans, but with Quartet and Sextet, we'll amplify your message with a customized print brochure, plus a compelling email follow-up campaign directed to your target customers. You can build it ... but if we invite them, they will come.



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get on it! **onMedia**

one solution, one price ... one powerful marketing program