



## Marketing On Demand from Trade Facilitators, Inc.

### The “**MOD Squad**” Service Portfolio:

Trade Facilitators, Inc., the Los Angeles based consulting firm, offers on-demand marketing support for companies engaged in international trade. With particular expertise in cultivating the brand message of Global Trade Management software companies, Digital Freight Platforms and Logistics Service Providers, TFI designs multi-media marketing programs that clearly articulate the client’s Value Proposition.

Through its “**MOD Squad**” approach, TFI provides a combination of core services that can be contracted on an individual, bundled, or fully integrated basis. Whether a client needs a single white paper, a completely outsourced marketing department or anything in between, TFI has the resources, creative chops and market access to help clients build brand awareness, generate quality sales leads and ultimately, close new business.

TFI clients are encouraged to “Mix & Match” from the below portfolio of marketing tools and services. With flexible Pricing Plans that are offered on both a long and short-term basis, the goal of every program is to execute a strategy that disseminates the desired brand message to a highly targeted audience, in the shortest period of time possible.

#### **Webinar Series on Topics Related to Global Trade**

The **MOD Squad** produces and presents live webinars on topics of interest to the client’s target market(s). Created as a single event or multi-installment series, each 60-minute webinar begins with a five-minute “Sponsor Infomercial” and then segues into the schedule subject. This approach achieves the dual goal of sharing relevant and useful information, while positioning the sponsor as a top-of-mind Subject Matter Expert.

Every event is preceded by a “build-up period” that keeps the sponsor company’s name in front of the desired audience. Carried out through email blasts, LinkedIn posts and telemarketing, this weeks-long, multi-media campaign is a very effective way to build brand recognition and service/product differentiation. To maximize ROI, all events are recorded and can be posted on the client’s website for perpetual use.

## Email Campaigns

TFI has over a dozen years of experience in the design, deployment and measurement of email campaigns. Whether a company chooses to utilize email blasts as a discrete marketing vehicle or as part of a multi-pronged digital strategy, the **MOD** Squad works with its client partners to create impactful, image-rich email content that extends brand reach on a global scale.

Integral to its email offering, TFI manages all campaigns on the Constant Contact digital platform and makes use of customer email databases, as well as its own ever-expanding database of over 12,000 trade professionals. A full suite of analytical tools are provided subsequent to each email blast, thus allowing clients to measure the effectiveness of their email efforts.

## LinkedIn Promotions

Designed to be synchronized and consistent with other digital marketing tools, TFI's LinkedIn promotions consist of prose and image-based content that projects the client's Value Proposition and desired brand characteristics. By using a combination of announcements, full length articles, blog posts, short videos and event-specific photos, the client can reach out to thousands of potential customers on a daily basis.

From design to deployment, the **MOD** Squad manages the entire LinkedIn promotional effort. In addition to the client's followers and LinkedIn connections, TFI makes use of its own brand equity and 4,500 LinkedIn connections to post all customer activities. Through the "Network Effect" that is native to LinkedIn (likes, comments & shares), each posting will easily reach over 20,000 denizens of LinkedIn.

## Video & Podcast Productions

Video productions and podcasts that feature executives, customers and strategic partners of the sponsoring company are a great way to "humanize a brand." By putting a face to the company, TFI produces short, as well as medium-length videos and podcasts that allow clients to personally convey their Value Proposition, demonstrate market knowledge or simply share valuable information and insights with their audience.

With its own studio in Los Angeles, CA, as well as the flexibility to travel to customer sites, trade shows and industry events, the **MOD** Squad takes care of every detail associated with the production of videos and podcasts that range from a two minute infomercial to a twenty minute CEO interview.

## White Papers

The power of the written word remains an important tool for any well-rounded marketing program. Versatile and permanent, white papers allow companies to address relevant topics that simultaneously educate, demonstrate knowledge and offer solutions to real world challenges. When written succinctly and supported by strong imagery, white papers leave an indelibly positive image in the mind of the reader.

With the authorship of dozens of white papers under its belt, the **MOD Squad** prides itself on the ability to translate the client's vision into easy-to-grasp and compelling storylines. Adaptable to both hard-copy and digital usage, TFI specializes in creating 4-5 page white papers that are formatted for printed hand-outs, as well as down-loading from a customer's web site, email promotion or LinkedIn blurb.

## Blog Posts

In the Age of Social Media, companies engaged in global trade are well advised to utilize blogs as part of their marketing arsenal. Shorter than a white paper but published more frequently, blog posts create a platform to comment on current events, display market knowledge and/or link company solutions to the ever-changing landscape of global trade.

Much like its experience with white papers, the **MOD Squad** are experts when it comes to wordsmithing 4-5 paragraph, high impact blog posts. Designed to be consistent and supportive of the overall brand message, the blog publications designed by TFI are always timely, relevant and of prime interest to the target audience.

## Telemarketing

Even in today's world of digital marketing, there is still an important place for old-school phone work. When properly executed, actual conversations with prospects create a human-to-human connection that is difficult to achieve through other mediums. Depending on the objective of a campaign, TFI clients use telemarketing to introduce their brand, promote events, generate sales leads and/or set up sales appointments.

Within its turn-key approach to the design, scripting and execution of a campaign, each member of the U.S.-based **MOD Squad** telemarketing team is personally trained by TFI management on all facets of the sponsoring company and its strategy. Supported by state-of-the art telemarketing software, clients also enjoy a real time view into important metrics that include call volumes, contact ratios and conversions.

*For more information on how Trade Facilitators, Inc. and its "MOD Squad" approach can augment your marketing efforts, write to [contact@tradefacil.com](mailto:contact@tradefacil.com) or call 1 424 257 7815.*