Fix Aim Marketing LLC

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April 27, 20XX

Allison Stark Crosswinds Communities 1234 State Street Novi, MI 12345

RE: Introducing FixAim Marketing

It was a pleasure speaking with you. We are eager to introduce FixAim Marketing's grassroots marketing campaign as an essential promotional and marketing tool that will help meet and exceed Crosswind's marketing and sales goals. After our initial discussion, I am confidant that our plan will create the excitement and build the traffic you seek. Our directional teams will go above and beyond by executing a focused plan to bring immediate results. FixAim Marketing strives to provide superior customer service, which means a satisfying and successful experience for you.

As we discussed, there are several great options for flyer distribution. FixAim Marketing works exclusively with affiliates and subsidiaries to structure well-educated, highly-qualified, hard-working "street-teams" that proactively seek out specific high traffic areas in the right demographic and at the right times and locations by hand delivering your information directly to potential buyers.

Hand-to-Hand Distribution -- This is by far the most effective way of communicating a message to a specific demographic area or location. It is also the most timeconsuming. We sub-divide flyer distribution into two categories: Targeted Distribution and Mass Distribution. Targeted Distribution allows us to concentrate our efforts on delivering the flyer directly into the hands of potentially interested clients, along with a motivational phrase designed to capture their attention. Our qualified and charismatic road teams are trained to target and speak to specific clientele. They interact with the community and proactively distribute marketing materials in a highly effective manner. Targeted Distribution focuses more on mass distribution and is designed to effectively spread the word quickly using less selective targeting at high trafficked areas or events.

Product Placement – This method of distribution secures your materials at key locations around your community. Out teams contact quality businesses within a select area and obtain permission to place collateral on prominent display tables, racks, or shelves. By engaging the owner/manager, we are able to create a long-term opportunity by recruiting businesses that are interested in replenishing the materials on



their own. This also creates a "buzz" and a word-of-mouth advertisement that can't be equaled. The goal is to get the information to the right customer at the right time. Product placement gives us the advantage of reaching specific potential customers who may not respond to other methods.

Door-to-Door Distribution – This option requires more "prep-work" and is more time-consuming, but is extremely effective in targeting a certain area or a specific consumer. In this method of distribution, we take the promotional material directly to the consumer's home. Door-to-door campaigns are much more involved because mapping out locations is necessary to guarantee that the materials are not falling on "deaf ears" or into an undesired demographic area. This method requires our offices to scout out and forecast the locations ahead of time in order to discover where potential buyers are and what the details mean.



FixAim Marketing is unique in that we are able to effectively penetrate any marketplace and deliver your message successfully. We go the extra mile every time to get the word out quickly by utilizing several proven methods to initiate new and qualified traffic that will keep your phones ringing and create the opportunity for your company to close more sales. We even suggest listing a unique phone number on our promotional material to assist in tracking results.

We look forward to the opportunity of working together and helping Crosswind Communities reach their desired goals and expectations. We are a "results driven" company and hope that our first promotional campaign will lead to additional opportunities.

Please feel free to call or e-mail me with any questions.

Sincerely,

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