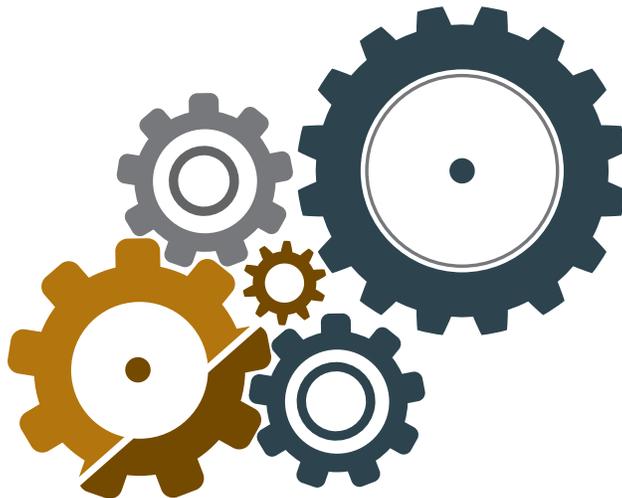




A customized, fully-integrated strategic marketing process designed to help meet business development goals and increase profits



A PRODUCT OF

RELATIONSHIPS STRATEGIES RESULTS | **NMC** NANCY MARSHALL COMMUNICATIONS

About Nancy Marshall Communications

Nancy Marshall Communications (NMC) is Maine's leading full-service marketing and public relations agency. We provide results-oriented integrated marketing communications planning and implementation for clients in the tourism, economic development, education, health care and service industries. We thrive on surpassing our clients' expectations and helping them identify and achieve their goals. We seek to provide a healthy balance between the use of technology and personal relationships to communicate with our clients, the media, and our industry partners.

NMC provides award-winning marketing and public relations services for local, national and international businesses and organizations so they can maximize their potential, achieve their vision for growth and measure results.

THE NMC TEAM



What The Marshall Plan® Can Do for You

The Marshall Plan® process gives you access to a team of seasoned communications experts, researchers and facilitators who will empower you to deliver marketing success and direct the future of your organization. Working collaboratively with your company's leadership, our marketing professionals will design and develop a comprehensive, researched-based, ready-to-implement, and results-generating marketing playbook around your unique business goals, budget and available human resources. Some clients opt to implement the entire marketing strategy in house while many have chosen to work with Nancy Marshall Communications (NMC) to carry out all or part of the plan.

Founded in thorough market research, The Marshall Plan® is a critical first step in establishing a winning marketing program because it strategically integrates your brand with all the tools in your marketing arsenal, ensuring all initiatives are consistently working together to achieve the same goal and communicate the same key messages. It also establishes realistic measurement benchmarks so you'll know your efforts are paying off in the short term and the long term.



Because every Marshall Plan® is completely customized, the process is ideal for organizations with established brands and marketing strategies looking to take their growth to the next level, as well as new businesses building a brand from the ground up.

The Marshall Plan® is a proven tool for boosting marketing effectiveness, directing you to allocate your marketing dollars where the return on investment will be the greatest.

To find out more, visit us on the web at marshallpr.com or speak with a member of our strategic marketing team by calling 207-623-4177.



“Nancy Marshall Communications has a very strategic approach and an engaged team that adds value to every single project. You can feel the whole agency behind every project, it’s not just account staff on an island. Nancy herself has helped drive our projects and been there to make connections or give us new ideas. The NMC team blends creativity with execution and a focus on results. The Marshall Plan® contained meaningful, integrated perspective on achieving our goals. We trust them with our brand.”

Glenn L. Laudenslager IV
Lunder-Dineen Health Education Alliance of Maine

Who Can Benefit

Any business, government entity, nonprofit, or association can leverage The Marshall Plan® as a tool for growth and increased profitability. The Marshall Plan® process leaves no stone unturned. Our extremely thorough and focused approach is designed to identify and address industry nuances, unique strengths, untapped opportunities, potential risks, and other factors that will impact the direction of your marketing strategy. NMC has developed The Marshall Plan® for:

- ✓ Tourism destinations
- ✓ Hospitality and service-related businesses
- ✓ Hotel chains
- ✓ Economic development agencies
- ✓ Nonprofits
- ✓ Academia including colleges, universities, private and public schools
- ✓ Financial institutions
- ✓ Health care-related entities
- ✓ Local governments and municipalities
- ✓ Professional trade associations
- ✓ Land conservation organizations

“Years ago, Fryeburg Academy sought to raise its profile and clarify its brand on a local, regional and national level. From the beginning, we knew it would be important to hire a firm that could balance Maine sensibilities with knowledge of national media and audiences. Nancy Marshall Communications and its Marshall Plan® have given us just that.”



Daniel G. Lee,
Headmaster (1993-2013)
Fryeburg Academy

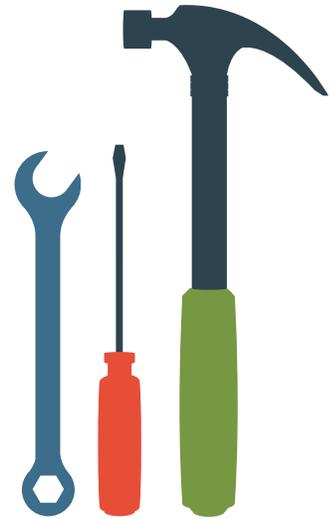
“At the final product level, I was really impressed by the robustness of the plan we received. It was 147 pages long and included everything from what our history is, what our brand story is and how we should position ourselves to the public and our peers. It went from that type of brand-centric positioning all the way to the most-wanted media we should be reaching out to in order to achieve our goals, and different tactics to employ across the PR and marketing spectrum — everything from digital partnerships to speaking engagements, etc. The Marshall Plan® was something that, had I wanted to, I could have taken and employed all by myself, although there is no way I actually could have all by myself because there was so much there — it was just that thorough.”



Liz Jarrell, Communications Director
The Clay Center for Young Healthy Minds at Massachusetts General Hospital

Developed by national marketing and public relations expert Nancy Marshall, known as the PR Maven®, The Marshall Plan® is a step-by-step guide to engaging your target audiences and moving them to act. The Marshall Plan® process gives you all the tools you need to build widespread trust and affinity among a larger pool of prospective clients and/or supporters than you ever thought possible. The plan will enable you to:

- ✓ Increase profit margins, membership, sales, and other business metrics
- ✓ Execute strategies and utilize branding tools based on market research conducted by the NMC team or its partners
- ✓ Develop new revenue streams
- ✓ Identify partnerships and networks that can help grow your business while minimizing risk
- ✓ Build a strong brand identity that resonates with your target audiences
- ✓ Create greater value for your unique position in the marketplace
- ✓ Prepare your team to deal with a crisis before it ever happens, thus minimizing the risk to your brand and your bottom line
- ✓ Establish a benchmark for superior customer service
- ✓ Improve your online marketing, including building a marketing funnel to generate educated leads



“The American Lung Association of the Northeast is proud of our Trek Across Maine; a three-day, 180-mile bicycle ride from the mountains to the sea, raising money to save lives by improving lung health and preventing lung disease. When we wanted to hire some additional communications expertise in support of our 30th anniversary ride, we looked no further than Nancy Marshall Communications (NMC).

The Trek is an iconic event in the State of Maine, and we trusted only the best communications and PR firm with our brand. NMC helped us to better understand how to talk about our brand, and this has tangibly increased media impressions, fostered additional social media activity and helped us to acquire new constituents. Nancy and her team rolled up their sleeves and took the time to understand what makes the Trek special, and then used that information to craft strategies that have been easy to execute.”

Jeff Seyler, President & CEO
American Lung Association of the Northeast

The Marshall Plan® Process

The Marshall Plan® process consists of 65 tried and true steps that are highly methodical, intentional, and completely tailored to your organization's needs and offerings. NMC facilitators work directly with your organizational leaders and other key stakeholders throughout the development process. This team approach enables our agency to see your enterprise from many different perspectives. The inclusive and collaborative nature of the approach will also help build a positive and high-performing team culture internally, setting the stage for a unified, company-wide focus on your market positioning and business development. Even highly diverse groups of stakeholders have been able to find common ground using this process.

Development of the plan takes between 90 and 120 days, depending on the scope of the research phase noted below and the specific Marshall Plan® components desired. Our proprietary 65 steps are undertaken in the following phases:

Research

The development process begins with extensive research within your geographic market area and beyond. Findings are used to craft a strategy that will deliver the results you desire. Depending on your needs, this can encompass focus groups, brand concept and message testing, phone or online surveying of specific subsections of your target market, competitor analysis, secret shopping, SEO analysis and more.

Discovery

NMC will lead an in-depth brainstorming meeting with up to 10 participants consisting of your organization's leadership and other important stakeholders. We will work strategically with you to ensure as many viewpoints and perspectives as possible are represented at the meeting.

We have carefully structured the discovery phase to be a fun and enjoyable process that creatively facilitates team unification and the development of a shared vision that will ultimately become the foundation for your Marshall Plan®.

NMC will provide a list of discovery questions to all participants in advance of the meeting to help ensure a productive and engaging experience for all involved. We will also lead the group in our White Knight/Avatar exercise that is distinctive to The Marshall Plan® process. In short, the exercise will motivate the group to work together to identify your position in the marketplace as well as the most pressing concerns of your stakeholders.

Mid-Term

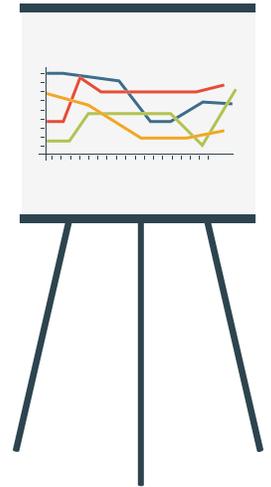
NMC will present the first draft of The Marshall Plan® based on information gleaned from the research and group input from the discovery phase. This is an opportunity for all who were involved in the brainstorming meeting to provide candid feedback to ensure the final



document is in line with organizational goals and expectations. Following the presentation, the NMC team will go back and fine-tune the plan based on the input we receive and develop the marketing tools and deliverables needed to execute it.

Final Presentation

The final plan is presented via an interactive presentation geared toward ensuring the entire team of stakeholders involved in its creation fully understands its purpose and can identify a role for themselves in its execution. This meeting focuses on discussing marketing priorities as outlined in the plan, as well as the intended applications of the media relations templates, contact lists, timeline, measurement benchmarks, and other tools that have been incorporated into the final version. NMC will also help you create an internal Marshall Plan® implementation team, suggesting specific responsibilities for each member based on their professional strengths and interests.



Implementation

Immediately following completion of The Marshall Plan®, you will be ready to hit the ground running with your new marketing strategy. You will have in hand all the tools you will need to implement the plan in house, with the assistance of NMC, or with help from another agency of your choosing. We are proud to share that the great majority of our Marshall Plan® clients are so pleased with The Marshall Plan® that they continue working with us on an ongoing basis on implementation.

Six-Month Review

NMC will meet with you again six months after delivering the final plan to chart the progress made thus far and to ensure implementation is on track. We will also help you determine if priorities, resources and specific initiatives need to be realigned to adapt to industry shifts or changes in the marketplace.

To find out how The Marshall Plan® process can generate big results for you, visit us at marshallpr.com or reach out to a member of our account team at 207-623-4177.

“What a great decision it was to work with NMC! Nancy’s amazing team is personable, intelligent and so competent in their areas of expertise. They also exude enthusiasm which kept our board and staff energized throughout the process. Once our Marshall Plan® was complete, the first service they provided was the development of a targeted press release. In less than 24 hours, it generated two TV interviews, radio interviews and eight newspaper articles.”

Sharon Abrams, Former Executive Director
Maine Children’s Home for Little Wanderers



Key Components

Following is a comprehensive list of components that can be included in your Marshall Plan®. Every Marshall Plan® is unique, like each of our clients, so you ultimately decide what will be included in your individualized strategic marketing plan.

Media Audit: NMC reviews all current and past marketing materials to gauge brand consistency, the efficacy of key messages, and overall effectiveness.

Market Research: We gather demographic, geographic and psychographic data on your target audiences and stakeholders, determining what motivates them, what drives them to make buying decisions, and how they feel about your brand.

Depending on your marketing goals and the size of your target market, this information is derived through focus groups, surveys, one-on-one interviews or a combination of the three.

Competitor Analysis: A thorough review of competitors, collaborators and benchmark organizations is conducted to determine what is working and what isn't within your industry sector. The research includes an audit of marketing materials, brand elements, stakeholder interaction, internet presence, customer service delivery skills, social media strategies, and more.

Marketing Goal and Supporting Objectives: NMC works with you to define a specific, measurable and attainable goal that must be achieved in order for the marketing initiative to be deemed a success. The objectives represent benchmarks that support the overall marketing goal.

SWOT Analysis (*Strengths, Weaknesses, Opportunities and Threats*): The agency conducts a thorough examination of your competitive environment and operations to identify assets and opportunities that can be leveraged, as well as weaknesses and threats that must be addressed. Analysis is conducted through extensive interviews with internal staff and stakeholders, as well as research utilizing a wide range of outside information sources. The findings are then used to steer the direction of The Marshall Plan®.

Situation Analysis: This component represents the overall thinking behind the strategy and supporting tactics laid out in your plan. It represents NMC's expert assessment of what you have already achieved in terms of marketing and business growth, your current market position, and what your marketing priorities should be for the future.

Target Audiences/White Knight Strategy: NMC strategically identifies and categorizes the people, organizations and groups a client needs to

influence to reach its marketing goal. Personas, including visual representations, are developed for each, detailing specific geographic, demographic and psychographic traits. Out-of-the-box thinking ensures



Marketing Tool Development: One of the things our clients have found most valuable about The Marshall Plan® is that all the tools and resources you will need to carry out the tactics are included. Depending on the contents of your tailor-made marketing strategy, these may include:

- ✓ Press release templates
- ✓ Media advisory templates
- ✓ Pitch letter samples
- ✓ Suggested media targets
- ✓ Public service announcements
- ✓ E-newsletter templates
- ✓ Ideas for opinion pieces
- ✓ Contact lists
- ✓ Sample letters of introduction
- ✓ Trade show and conference details
- ✓ Speaking engagement information
- ✓ Benchmark marketing material samples
- ✓ A media release form
- ✓ Referral source suggestions

Measurement Dashboard: The dashboard is a visual of key performance indicators tied to specific tactics in your plan. This tool makes it easy for you to track and share marketing performance successes on a month-to-month basis over time.

Timeline: Arranged by quarter or by month, this easy-to-follow timetable lays out every tactic in the plan by priority and serves as a checklist to ensure marketing endeavors stay on track.

Budget: This section itemizes all expenses related to carrying out the plan by year as they appear in the timeline. Line items include things such as video production, graphic design, printed materials, advertising costs based on current client expenditures, trade show and conference attendance, expenses associated with hosting a special event, and, if requested, agency fees to carry out the plan.

Web Design: NMC can upgrade or completely redesign your website as part of The Marshall Plan® process. Website construction typically begins following completion of The Marshall Plan® as the marketing strategy will define priority functionality and ensure the site emulates your brand. Our cutting-edge design team will work with you to build a site that is easy to use and update, is search engine optimized, and generates the return on investment you desire. Each NMC-developed site is also fully integrated with all of a client's social media platforms.

“The Maine Downtown Center at the Maine Development Foundation hired Nancy Marshall Communications (NMC) to implement a broad communications plan for Healthy Maine Streets (HMS), a 2-year federally funded project that was in its final seven months of implementation. NMC was hired to develop and pitch stories and help guide us in long-term communications practices.

NMC staff was professional, always responded in a timely manner and was easy to work with. I would highly recommend NMC as an excellent communication and public relations firm. They have very deep knowledge in their field of expertise, contacts around the world, and creative ideas for implementing traditional, as well as new and ever-changing, methods of communication services. We could not have been happier with the results and look forward to working with them again in the future.”



Anne G. Ball, Project Coordinator
Healthy Maine Streets / Maine Downtown Center at the Maine Development Foundation

Our Team



Nancy Marshall, CEO

Nancy is the visionary behind NMC and The Marshall Plan® process. She has more than 30 years of experience in strategic marketing and public relations and has operated her own agency since 1991. Nancy uses her vast network of connections and contacts among the media and other influencers to help connect Marshall Plan® clients with other organizations and industry leaders that can help them reach their marketing goals. Her expertise in the practice and principles of relationship marketing is also a significant asset when it comes to building client networks through The Marshall Plan® process. She is the author of “PR Works!: How to create, implement and leverage a public relations program for your small business” (Aug. 2015).



Charlene Williams, President

Since joining NMC in 1997, Charlene has continuously taken on increasing levels of responsibility. After serving as vice president for nearly 10 years, she was promoted to president of the agency in 2013. Today, she leads the day-to-day management of NMC and is involved in the strategy and management of every client account. She also plays an integral role in The Marshall Plan® process, overseeing each strategic marketing plan project from start to finish to ensure each end product exceeds client expectations.



Jennifer Boes, Integrated Marketing Communications Strategist

Jennifer has more than 20 years of experience in marketing and public relations. Since joining NMC in 2004, she has authored more than 15 Marshall Plans® for a wide variety of industries ranging from finance to tourism. Her good listening skills and breadth of experience ensure each client receives a strategic marketing plan that is thorough and highly focused on individual industry nuances and growth goals.



Greg Glynn, Account Executive

With more than 12 years of marketing and public relations experience, Greg provides strategic planning and ideas for clients in all aspects of marketing and public relations. He has earned his Accreditation in Public Relations (APR) through the Public Relations Society of America, becoming one of 5,000+ professionals who are nationally accredited in the field. In addition to managing accounts, Greg is also NMC's in-house media training specialist and is instrumental in working with clients to create their own customized Marshall Plan®. He is known for his exceptional organizational skills and attention to detail.



Whitney Moreau, Account Executive

Whitney's strategic thinking and keen sense of detail lend a great deal to The Marshall Plan® process. In addition to authoring a number of Marshall Plans® that have generated great results for our clients, she is also one of NMC's primary facilitators of The Marshall Plan® discovery sessions. Her fresh approach to the process makes the experience fun and enriching for all involved. She also puts a great deal of thought into preparing for each meeting, ensuring the brainstorming sessions elicit the high level of detail the NMC team needs to develop a strategic marketing plan from the ground up.



Jessica Donahue, Account Supervisor

Jessica has more than 15 years of experience helping businesses reach their strategic marketing goals, especially those in Maine's tourism and hospitality industry. She is well versed in the needs of small, medium, and large tourism-based businesses and has a strategic, individualized approach to each client's goals and objectives. Jessica's involvement in discovery sessions, planning small and large-scale events, coordinating familiarization tours, generating press releases, and pitching to the media demonstrate her thoughtful approach to all aspects of a client's marketing needs.



Anna McDermott, Content Creator

Anna joined the NMC team in 2007, and has worked on numerous NMC clients' behalf including the Maine Office of Tourism and The Clay Center for Young Healthy Minds. Her focus is on managing clients' online brands on social media platforms. Anna enjoys writing attention-grabbing Web copy and press releases.



Juli Settlemire, Business Manager

Juli joined the NMC team in 2009 as an account coordinator and now serves as the business manager. She oversees the day-to-day operations of the Augusta office, financial and billing operations for the agency, and project cost projections. Juli's expertise in budget management is also invaluable when it comes to compiling the itemized and detailed budgets included in each Marshall Plan®.



Liz LeClair, Account Coordinator/Graphic Designer

A Wilton native and graduate of Endicott College with a BFA in Visual Communications: Graphic Design, Liz has found her voice in creating custom designs for our Marshall Plans®. Her thoroughness and thoughtfulness plays a key role in transforming clients' goals into infographics, logos and marketing collateral. Liz also has a strong background in Web design and digital marketing, and works collaboratively with our clients to create designs that honor their narratives and voices, and communicate effectively with their target audiences.



Megan Crowder, Account Coordinator

Megan joined the NMC team in September 2015. Responsible for social media and media relations strategies for clients, she focuses on social listening as a tool to increase clients' brand awareness and engagement. Megan works with the NMC Marshall Plan® team from start to finish, assisting with discovery meetings, conducting research and assisting with the development of social media audits and tactics.



Dianne Chamberlain, Account Coordinator

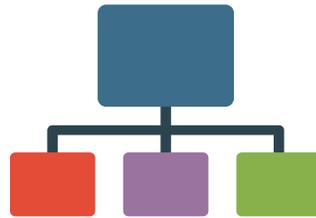
Dianne is a veteran team member at NMC with more than 10 years with the company, and has expertise in a variety of areas including research and proofreading. She is coveted by the team for her meticulous attention to detail, and her innate ability to uncover valuable information that helps round out Marshall Plan® appendices. Dianne also uses the very latest Web analytics and SEO techniques to generate maximum results for clients.

Ongoing Client Services

NMC provides services in all of the following categories and is available to fulfill the implementation of your Marshall Plan® in whole or in part on a monthly fee basis.

Public relations

- ✓ Media relations
 - Press releases
 - Press kits
 - Media training
 - Media tours
- ✓ Crisis communication
- ✓ Public speaking
- ✓ Special events
- ✓ Community outreach



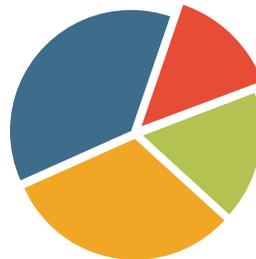
Branding

- ✓ Brand development and management
- ✓ Logo and tagline development
- ✓ Brand manifesto development
- ✓ Message mapping
- ✓ Style guide creation



Strategic marketing

- ✓ Research
- ✓ Facilitation
- ✓ Communications audits
- ✓ Secret shopping
- ✓ Measurement dashboards
- ✓ Marketing communications strategy planning
- ✓ Interactive marketing



Strategic advertising

- ✓ Strategic plan development
- ✓ Copy
- ✓ Design
- ✓ Media placement



Online niche marketing

- ✓ Website development
- ✓ Website strategies
- ✓ Web hosting
- ✓ Marketing funnels
- ✓ E-newsletters
- ✓ E-commerce
- ✓ Internet marketing
- ✓ Social media
 - Comprehensive social media marketing
 - Strategic Facebook campaigns
 - Social media training
 - Blog development

Creative services

- ✓ Copywriting
- ✓ Web and print graphic design
- ✓ Photography
- ✓ Video production

Personal Branding

- ✓ Personal brand manifesto
- ✓ Online audit for your name
- ✓ Creation of social media profiles (LinkedIn, Facebook, Twitter. etc.)
- ✓ Creation of a personal website
- ✓ Ghostwriting articles and books
- ✓ Media training
- ✓ Media appearances and speaking engagements

Personal Branding

Have you defined your personal brand? Thinking of yourself as a brand may be a new way of thinking for you, but it's vital in your personal and professional life. Your brand is a promise you make to deliver on your unique value proposition.

As more and more people recognize and connect with your brand, it grows stronger and gains brand equity. This brand equity is your most valuable asset as you build your professional career, and in my view, it adds to personal happiness in life.



Nancy Marshall, The PR Maven®

Your brand manifesto is the foundation of your personal brand.

It's what makes you distinctive. It communicates the credentials and integrity of your personal background. It establishes your reputation, which is a vital element in your career success. Your brand grows stronger over time as more and more people get to know, like and trust you.

A brand is a promise that you make to your family, friends, customers, clients, peers and everyone you meet. It is the reason they trust you, and the reason people like you. It helps you build your personal network of people who will be there for you when you need them, throughout your lifetime.

My intent is to help you articulate that promise, which will, in turn, help you discover your personal brand.

Everyone has a personal brand.

Everyone has personal brand, and my job is to help 'package' it, and make sure it is easily found on the internet. Through a strategy that includes personal networking, speaking engagements, media interviews and participation in online social networks, you will share your brand and your distinctive messages with the world.

“Whether you are an executive, author, celebrity or consultant, I’ll help you discover and communicate your personal brand.”

For organizations and companies, building the credentials of each individual member on the leadership team will show the world that the organization is being guided by a strong team with a good reputation and unquestionable integrity.

12 STEP PERSONAL BRANDING PROCESS

1 DISCOVERY MEETING
I will meet with you one-on-one to review your resume and talk about your personal convictions.



2 WRITE YOUR PERSONAL BRAND MANIFESTO



3 COMMUNICATIONS AUDIT
ANALYZE HOW YOU "SHOW UP" IN GOOGLE SEARCH



4 MEETING TO UNVEIL THE DRAFT BRAND AND PLAN

5 MEDIA TRAINING



6 CREATE A MOST WANTED MEDIA LIST

7 CREATE OR UPDATE YOUR SOCIAL NETWORKING SITES
SUCH AS FACEBOOK, TWITTER, AND LINKEDIN



8 CREATE A PERSONAL WEBSITE

9 SEARCH ENGINE OPTIMIZATION
FOR YOUR NAME AND PERSONAL BRAND



10 SEEK OUT SPEAKING ENGAGEMENTS



11 WHEN YOU ARE READY, WE WILL BOOK YOU FOR MEDIA INTERVIEWS

3 PRINT x 3 TV x 3 RADIO x 3 ONLINE



12 HELP YOU WRITE ARTICLES, BOOKS AND OTHER CONTENT TO POSITION YOU AS AN EXPERT IN YOUR FIELD



THE **PR** maven®

I help executives, authors, and celebrities to discover and communicate their personal brand through online social networking, speaking engagements, and media interviews. I help them write their personal brand manifesto, then do media training so they are ready to get media coverage and raise their profile through targeted audiences, the media, and the World Wide Web.

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NANCY MARSHALL

151 Capitol St., Suite One
Augusta, Maine 04330
(207) 623-4177
nancy@pr.maven.com



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151 Capitol Street, Suite One, Augusta, ME 04330 | 207.623.4177 | MarshallPR.com