



Striking Changes, LLC specializes in the delivery of business and marketing solutions that provide measurable value and ROI. Our approach is focused on developing customized programs that help clients attract and retain customers, and ultimately, grow their bottom lines.

**We help clients:**

- Ensure marketing investments directly support their business goals.
- Build marketing strategies to boost revenue and ROI.
- Optimize brand and value propositions across internal and external marketing materials.
- Build leveragable event programs
- Write and design brochures, sales presentations, marketing literature, direct mail campaigns, and more.
- Generate successful drive-to-web and alternative sales programs.
- Assess, write and revitalize the content and effectiveness of their websites through our proprietary Rapid Impact Methodology©.

**Sales and Marketing services include:**

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|----------------------------------|-------------------------------------|
| ▪ Business Plan Development      | ▪ Marketing Expenditure Assessments |
| ▪ Brand Development              | ▪ Marketing Strategy Development    |
| ▪ Competitive Benchmarks         | ▪ Media Buying                      |
| ▪ Communication Plan Development | ▪ Project Management                |
| ▪ Cost/Benefit Analysis          | ▪ Public Relations Programs         |
| ▪ Customer Research              | ▪ Search Engine Optimization        |
| ▪ Graphic Design                 | ▪ Technical Writing                 |
| ▪ Identity Systems               | ▪ Website Development               |

*“Striking Changes -- it’s our name because it’s what we make for our clients.”*

**Denise M. Dunckley, President**