

ALLIANCE

INDUSTRIES INC.

The success of a business depends on influencing a target market to purchase your product or service. Many business owners are faced with the challenge of how to do this effectively. Alliance Industries offers you a solution through the B3 Program.

The fundamental principles of the Alliance B3 Program are: Brand it, Build it, Bring it. With the B3 program you have, in essence, an offsite marketing department that helps to create your brand to promote sustainable growth for your business.



BRAND IT.

Creation and/or assessment of your corporate identity.

- Assessment of your current brand, measuring efficacy, ensuring its consistency across applications.
- Development of a new brand that will clearly convey your products and/or services.
- New applications of branding in order to increase business exposure and open more channels for growth.

BUILD IT.

Development of a marketing agenda to continually build your distribution channels, pipeline and bottom line.

- Strategies: we design these to specifically reach your target market using techniques that will fit your budget.
- Content: we will create or edit existing copy to ensure it is clear and concise resulting in strong representation.
- Application: we will maximize your exposure to continually increase your opportunity for growth.

BRING IT.

Deliver your corporate message to your target market clearly and consistently.

- Keeping our eye on the ball for you ensures ongoing assessment of opportunities for increased exposure.
- We watch your pipeline of opportunities to ensure that you follow your sales process to achieve ongoing growth.
- Reporting of prospecting on a monthly basis allows accurate forecasting of growth.

MONTHLY INVESTMENT: \$447

www.allianceindustries.ca

For more details about the B3 Program, email us at: info@allianceindustries.ca

or call: 604.603.0404