

# I'M ON TARGET

ON TARGET MARKETING SOLUTIONS

TAKING  
CHATTANOOGA TO  
THE NEXT LEVEL

## CLIENT SERVICES **to take you to your next level**

We get you the leads AND help you make sure they convert to paying customers.



### Digital Marketing

We bring you leads from every forum that meets our tailored strategy.



### SEO

Increase your organic search reach with interested leads who are already looking for you.



### Web Development

Ensure your website captures the true essence of who you are and what you offer.



### Sales & Lead Follow Up

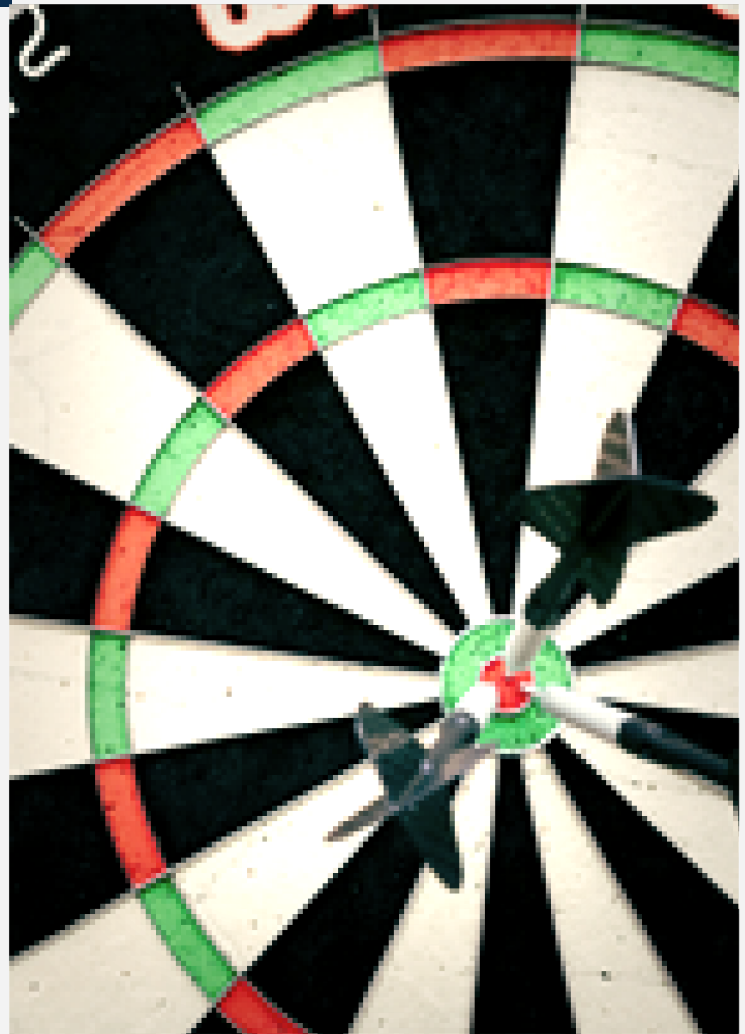
Find the holes in your sales process to increase your ROI.

## OUR MISSION **statement**

We will serve the small business owner with the caliber of results only previously known to the big corporations.

We operate with the highest standards of integrity where success means our Clients are thrilled beyond measure with what we've delivered and would recommend us proudly to anyone they know (except their competition!).

Where collaboration lives, so does success and results.





# DIGITAL MARKETING

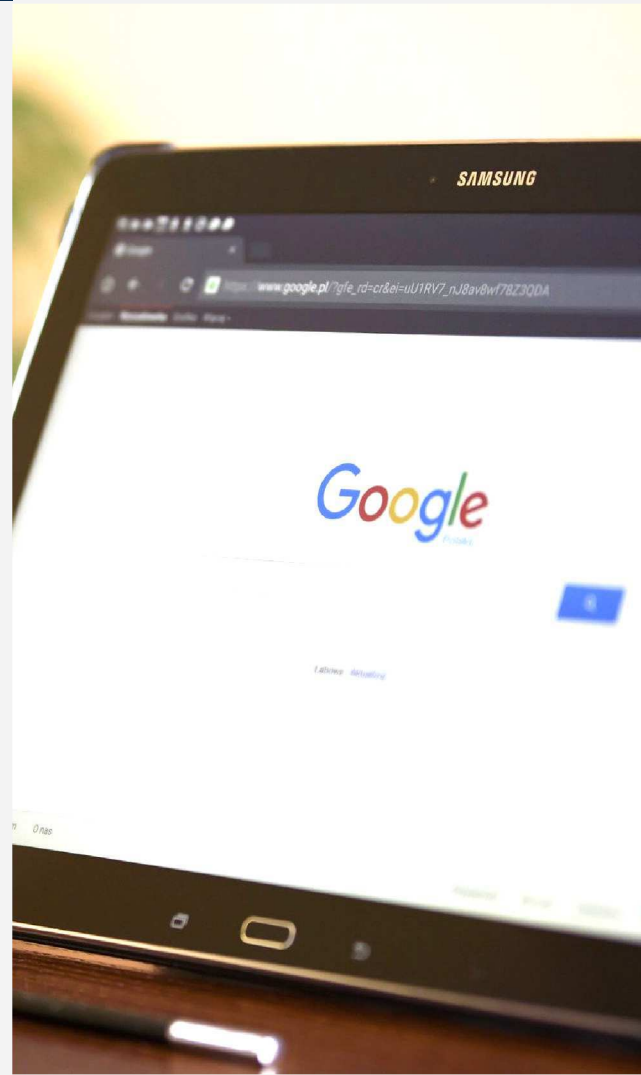
## how your leads find you

We think outside the box to differentiate you from your competitors.

From Social Media Marketing, to Google, to Bing...

When was the last time your digital marketing service actually evaluated and understood the needs of your business and **then** strategized to meet those needs instead of just "get you leads?"

We do a thorough marketing audit before we take on a client to ensure we have the **RIGHT** strategy to help you reach your goals.



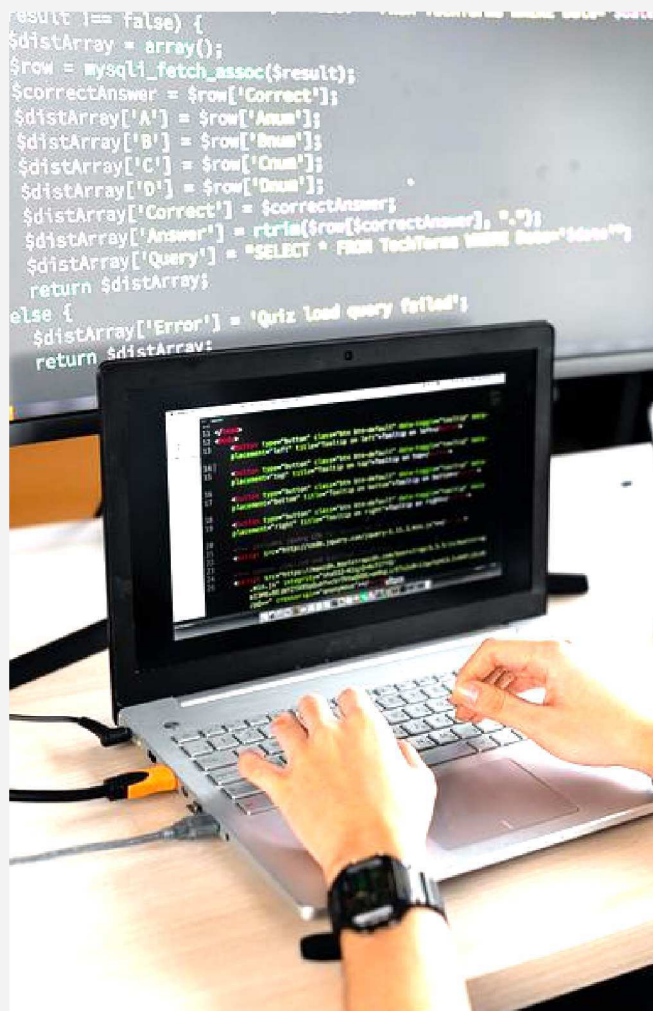
## SEO

### make sure you're found

Visibility is key to successful web presence.

Boost your online presence and dominate your market with our expert local SEO services, designed to optimize your website, increase visibility in local search results, and attract a steady stream of qualified leads, ultimately driving more customers to your doorstep.

*National SEO available!*



## WEB DEVELOPMENT **your brand representation**

Your website presents as your brand's **FACE**. It silently communicates who you are and what you bring to the table.

Anyone can make a website, but there are three things that make all the difference:

- User experience across all devices
- Are your potential customers taking the actions you want them to take?
- Aesthetic engagement - does it look GOOD? Professional? Does it speak to your audience? Does it represent YOU?

Let us take the wheel and make sure the above elements are aligned.

## SALES COACHING & FOLLOW UP **getting it done**

Sales is all about great communication. Sounds obvious... But if you're struggling, we're your guide.

Marketing efforts mean nothing if you're struggling to get the sale.

Our team can evaluate your business conversions and know exactly what needs to be adjusted.

We can help guide you to the sales experience you want to create for your customers with the outcome you want.





# HEAR FROM OUR FEATURED CLIENT

## Lake Norman Music School

Our initial issues and challenges with marketing the music school is that we do not have a competency in online and social media marketing. Our little experience with it showed that it was a continually changing environment and it was difficult to stay up to date on the best strategies.

Since partnering with On Target Marketing Solutions, we have seen a drastic increase on the number of leads that are being generated.



It was a total game changer. This partnership has enabled us to get quality leads, be able to react and convert those leads at almost 60% rate - which is fantastic and way above our expectations!

Our monthly gross revenues have increased 600% in the 18 months we have been partnering with On Target Marketing Solutions. There is no doubt that this is a direct result of [their] marketing strategies and execution. We value our partnership with On Target Marketing Solutions and foresee this partnership lasting well into the future.

**GARY ESPIN & MIKE LUCE**  
CO-FOUNDERS

# WE WANT TO take Chattanooga to the next level



WHY SHOULD BIG  
BUSINESSES HAVE  
ALL THE FUN???

## TAKE THE NEXT STEP the marketing audit

We won't guess when it  
comes to your marketing.

Our marketing strategy is  
entirely data-driven.

Too many marketing companies  
employ such basic strategies  
that never actually break  
through the competition.

Before we take on any Client, this is the first step.

We check what you've already tried - what worked and what didn't.

We do a full analysis on what your competition is doing successfully  
in order to help your business dominate the market.

**What do you have to lose? And what do you have to gain?**

Schedule your complimentary marketing audit today.

Get answers tomorrow.

Change the course of your business forever.



**SCHEDULE YOUR  
MARKETING AUDIT**  
a \$1,500 value  
complimentary to  
chattanooga businesses



**LET'S BE FRIENDS!**  
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