

SYNERGISTIC MARKETING PROGRAMS

The theming and integration of all marketing activities around a central themed sponsorship.

Sponsorship of an event allows for the possibility of bringing together many of the corporate/product/service marketing efforts to create a unified, synergistic communication package.

Tactics for Synergistic Marketing Programs

Theming. Tie as many marketing efforts together under a single theme. This includes advertising, promotion, public relations and charity or cause.