

FUZEHUB MARKETING HUB

Introducing FuzeHub Marketing

As the go-to resource for startup, small, and mid-size manufacturers and technology companies in New York State, FuzeHub provides its members with a wealth of industry expertise, resources, and support. And to help you generate valuable awareness of your products and services, we're introducing FuzeHub Marketing. Developed specifically to address the unique needs of our industry, FuzeHub Marketing offers everything you need to create and implement a comprehensive marketing strategy.

SERVICES YOU CAN BUILD ON.

Whether you need one specific amenity or the full suite, FuzeHub Marketing's services work seamlessly together. Developed by our marketing professionals, each of the services builds on the next, creating a strategy that is as precise or comprehensive as you need it to be.



Branding & Messaging

Help your company, product, or service stand out from the competition with a brand developed to tell your unique story. Through strategic messaging and design, we'll create a well-articulated system that can be used across all media.



Digital & Traditional Media

Wondering where you can best reach your customers and how often you should reach them? We'll help you map out a media strategy, and if you'd like, we'll even do the media buy.



Public Relations

The media can be an effective component of any communications plan. Let us help you develop a productive rapport with local, regional, or even national media.



Marketing Plans

The where, what, and when that every brand needs, your marketing plan will be a roadmap for all your outreach initiatives.



Collateral & Sales Materials

Brochures, reports, fact sheets, and PowerPoint presentations... we'll arm your team with the materials they need to highlight your advantages and make new sales.



Websites

Within seconds, a website can either draw in your customer or quickly discourage them from using your services. We'll make sure your website reaches its intended audiences with solid information architecture, compelling messaging, and on-brand design.



Marketing Campaigns

We'll help you develop and execute a campaign that meets a clearly defined objective. Part creative, part science, we tailor every message to meet the media, and select every medium to meet the audience.



Social Media Strategy & Execution

LinkedIn, Facebook, Instagram, Twitter, TikTok ... we'll help you decide which channel—and what strategy—will be most successful for your needs.



Trade Show & Exhibit Support

Stand out at the next trade show or exhibit with a booth, presentation, and materials that are engaging, memorable, and on brand.



Get More Information:

Visit us at **Fuzehub.com** to learn more.

A PROCESS THAT WORKS.

Discovery.

The discovery component serves as the foundation of your marketing engagement. Our intake sessions provide us with the opportunity to learn about your company, objectives, and project goals.

Deliverables.

With the team and strategy in place, we'll develop the deliverables that have been clearly outlined in your estimate.

Estimate.

All costs will be clearly outlined before the engagement begins. No surprises.

Strategy.

We develop a strategy for every project no matter the size—to help ensure the right tactics are being used to best meet your needs.

Support.

If we find that your project needs additional help or resources, we'll make sure you get them.

Team Build.

To meet your specific goals, we put together a team of experts in the areas you need.



Request a Consultation:

To learn more about FuzeHub Marketing or to get started on an initiative, email **Kim Lloyd** at kim@fuzehub.com.

