

## Start to finish, we can help.

When you've got a lot to accomplish in a short amount of time, you've got to hit the ground running with partner you can work with and trust – we establish successful partnerships with our clients.

We're not just a marketing agency. We learn your business, the culture of your organization, and we deliver measurable results.



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## Experienced.

Our Senior leaders possess significant, direct experience.

## Turn-key Solutions.

From business to marketing strategy, to solution, design, development, execution, assessment, measurement and optimization.

## Reputable.

Successfully designed, developed and deployed hundreds of marketing campaigns, websites, and solutions for Fortune 500 companies, start-ups, and everything in between.

## Proven.

Our established processes facilitate communication, design, delivery, efficiency and successful outcomes.  
– Our genius is applying art (experience & judgment) to the science (tools) of marketing and management.

## Tailored.

A focused firm that emphasizes personalized service and custom solutions. We listen to your needs, assess current and potential challenges and possibilities, and develop solutions that deliver desirable and measurable results.

## Winning culture.

“Get it done” attitude combined with a strong work ethic. We engage with an ongoing commitment to YOUR goals.

S48 Organization

A multidiscipline group with client driven goals.

Leadership Team

Joe Pizzimenti /Partner  
Marketing & Creative

Paul Elliott /Partner  
Strategy & Solution Delivery

Bob Hobbs Jr. /Principal  
Business Development

Marketing & Creative

Kevin Cornwell  
Associate Creative Director

Michelle Schneider  
Art Director/Senior Graphic Designer

Jana Randolph  
Art Director/Senior Graphic Designer

Ryan Carr  
Art Director/Senior Graphic Designer

Strategy & Solutions

Brian Kevitt  
Solution Delivery Director

Eric Benjamin  
eMarketing Director

Mark Miola  
Strategy Director

Shauna Castorena  
Web Media Specialist

Strategic Alliances

Ben Gordon  
Creative & Media Production

Kim Flagg  
Media Buyer

Jamie Glass  
Public / Media Relations

Copywriting  
Printers /Production Houses  
Talent ( actors & voiceover )  
Web Hosting  
Client Preferred Vendors

S48 Capabilities

We start with strategy, creativity and analytics to deliver solutions with measurable results.

### Marketing Solutions

#### Branding

Brand Promise  
Brand Identity  
Brand Equity

#### Marketing

Promotion  
E-Marketing  
Lead Capture  
Promotion  
Affiliate Marketing  
Public Relations

#### Creative

Print  
Interactive  
Collateral  
Messaging

### Beyond Marketing Solutions

Discovery/Assessment  
Strategy & Planning  
Consumer Touchpoint Analysis  
Business Performance & Metrics  
Vendor & Project Management  
Technology Development  
Operations, Supply Chain & IT

- Measure
- Monitor
- Manage

**Our Products:** CapturM | Web portals | B2B Exchanges | Management/Metrics Dashboard

## Strategy & Solutions Delivery

**Integrated Strategy**.....Apply our breadth & depth of cross-functional skills and knowledge with processes  
*like:* Discovery, Customer Touchpoints, Gap Analysis, Roadmap, Strategy

**Beyond Marketing Solutions**.....People, Processes, Systems, Metrics, Project & Vendor Management, Sales, Operations, Technology, and Supply Chain

## Marketing, Communications & Creative

**Integrated Marketing**.....Art Direction, Messaging, Ad Campaigns, Sales Promotions, Media Buying, Communications

**Branding & Positioning**.....Integrate Business Orientation (focus & differentiation) and Perception (image, language & emotion) to create the Brand Promise & Identity

**Web and E-Marketing**.....Website Development, Email Marketing, Search Engine Optimization, Lead Capture & Nurture

## Web & Online Capabilities

**Online Design & Development**.....From Strategy & Discovery, Competitive Analysis, AJAX to XML, Ecommerce and CMS, all the way to web 2.0!

**Online Marketing & Advertising**.....SEM, SEO, Online Media Buying, Email Marketing, Affiliate Marketing, Lead Capture & Nurture, Conversion Strategy & Implementation, Measurement & ROI Metrics

Methodology is a Tool - the art of marketing is applying the tools correctly.

## Discovery / Assessment

Assess Business Operations, People Culture, Immediate Needs  
Understand the Business & Marketing Goals / Direction / Strategy  
Review Competitive & Marketplace Environment

## Define Strategy & Roadmap

Close Gaps between Current State and Desired State

## Design Appropriate Solutions

Marketing, Communications & Creative  
Processes, People, Systems

## Execute and Implement Solutions

Project & Vendor Management

## Measure, Monitor & Manage (Adjust & Optimize)



## Solution48

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Fax: 480-346-4575

Or, if you prefer, please email us at:  
[info@solution48.com](mailto:info@solution48.com)

## Business Opportunities

If you would like to talk about your project and see what we can do for you, please contact:

Joe Pizzimenti  
Partner / Marketing & Creative

Ph: 480-355-2550  
[joe.pizzimenti@solution48.com](mailto:joe.pizzimenti@solution48.com)