

PennHouse Productions Menu of Services

PennHouse Productions offers a comprehensive business-to-business solution with a focus on marketing, for clients in the hospitality and entertainment industries.

MARKETING OVERVIEW & STRATEGIES

- Long-term benefits for the image, placement and financial success of your business.
- Identify and attract specific target markets.
- Clearly define competitive advantages and implement cost-effective, proactive marketing strategies.
- Develop and manage your Database by placing all demographical information (i.e. customers' names, birth dates and contact details) into a database for future marketing opportunities.
- Apply strategies to make more local business people, long-term loyal customers.
- Consciously develop cross-promotional opportunities and make "one off" customers regular participants in the business's synergistic opportunities.
- Form "strategic alliances" by creating cross-promotional b2b strategies.
- Develop strategies that will place you in a favorable and advanced position above your competitors.
- Assist with development of marketing and advertising budgets.

BRANDING

Our main goal for you, our client, is to create a strong brand for your audience. The name and products are the first point of contact of the business.

- We will develop strategies for both the general consumer and as a premium services provider.
- Both the name and logo and their distribution to the marketplace will be critical to the speed of evolution and growth of your business. PennHouse Productions will
- insure proper distribution of both name and logo for your business.
The branding and product awareness campaigns include existing and newly
- created relationships that will gain immediate recognition.

BRAND MANAGEMENT

- Oversee various aspects of brand management including:
 - Insuring that product launch activities are effective.
 - Coordinating and Hosting Events that will appeal to the target audience.
 - Suggestions for most effective avenues for advertising that will properly reflect the message of the brand and enhance the brand image.