



# Strategic Marketing Solutions To **GROW YOUR BUSINESS**



## Virtual Marketing Director

### Outsourcing Lets You Focus on Key Business Areas



A virtual marketing director saves time and money so you can focus on what's most important — meeting and servicing clients. Outsourcing enables you to more effectively run your business with the confidence that your marketing has expert attention.

Diana Stem Marketing provides turnkey ideas to find new clients, build stronger relationships and stand out from the competition. Look to a dynamic, strong and efficient marketing partner who will learn your unique business and provide turnkey support that grows your business.

## Content Strategist

### Planning Enables You to Stand-Out Online



All too often, daily business operations prevent strategic planning. Without a plan, marketing can be random - doing a little of this and that, without reaching your most important goals. Diana Stem Marketing creates a marketing plan rich in custom content, email and social media activities aligned to your business objectives. Use your strategic content marketing plan as a roadmap to grow sales while maximizing time and budget constraints.



**Work Smarter Not Harder with Diana Stem Marketing.**

# Let Diana Stem handle the marketing while you focus on your business.

SPECIALIZED SUPPORT FOR FINANCIAL PROFESSIONALS

## Marketing Plans

Annual Plan: 4 Quarters of Tactics, Timing, Messaging and Metrics. Social Media Mini-Calendar Included

Quarterly Plan: Tactics, Timing, Messaging, Metrics w/Social

## Custom Content

Website Updates (Per Page or Entire Site Using SEO Best Practices)

Blog Ghost-Writing

Email Content and Campaign Development

Client Newsletters and Informational Flyers

Info Graphics and Listicles (Research, Create and Design)

Presentations (Slides for Webinars/Seminars and Sales Concepts)

Brochures, Fact Finders, Whitepapers or E-books

Niche Marketing Materials for Business Owners, Women, etc.

## Social Media

Quarterly Editorial Calendar (Outline Tactics, Timing, Themes)

Quarterly Campaign Implementation (Copy & Imagery)

Custom Graphics for Facebook, Linked In, Twitter, Pinterest

Advertising Campaigns for Facebook and Linked In

Performance Monitoring: Analytics Analysis Per Channel

## Event Marketing

Client Appreciation & Worksite Events (Invitations, Emails, Ads, Registration, Promotion, Hand-outs & Follow-up)

Deliver Seminar, Workshop, Webinar or Training

Create Custom Seminar, Workshop, Webinar or Training

Monthly retainers available for turnkey implementation and service.  
All projects regularly meet compliance department specifications.



## Diana Stem Marketing Grows Your Business

Diana Stem has over 20 years of marketing expertise with 13 years specialized in financial services.

Education and training has played a key role throughout her career. Highlights include: a Masters of Business Administration (MBA), FINRA Series 6 License and Digital Multimedia training.

Diana strongly believes a strategic marketing plan with defined objectives drives long-term success. This philosophy is woven into all projects.

Client partnerships are very important to Diana. She takes the time to fully learn a client's business in order to bring greater value and sales results. This approach empowers clients to implement certain initiatives directly while Diana handles the more complex and timely projects along with quarterly planning.



[www.dianastem.com](http://www.dianastem.com)