



So it is with good ideas . . . afterward they always look easy!

mk marketing was founded 12 years ago and is active in the marketing market and in event design.

Many traditional marketing tools were already made by our hands. From designing the corporate identity, corporate brochures and facade design, to the public event with over 70,000 visitors. But today traditional advertising has its limits.

Now we have to ask: what will be the next step?

The online media of Web 2.0 as    etc. are important points of modern marketing. We live in the 21 century and many companies still advertise like yesterday.

While using new ideas we want to leave old fashioned boredom and create it in amazement, fun and enthusiasm.

Marketing today must be more communication. It have to integrate your customers to become ambassadors of your company.

Although specifically the offer of your company and your friendly and trained employees are very important points of the success of your own company but also your marketing strategy determines the public image. Today more than ever before.

Your product, your service, your company should not be a closed book for your customers.

A good marketing strategy and a strong line of advertising is more important than ever.

We create your unique marketing concepts. . . in classical and modern marketing. . . just in time!

Of course we can not show everything with we have done in a dozen of years.

On the following pages you can see some interesting examples from our portfolio. For your own individual marketing campaign and special tools which will be tailored to your needs and your requirements please do not hesitate to contact our team:

mk marketing

**marketing consulting
event management**

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Admitted as a consultant for the



Gründercoaching Deutschland

our trademark in the Arabic world



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Promotional Items:

Although the advertising market has changed greatly in the last years. There are new things that you need for professional performance of your business . . . **like the air we breathe.**

We design and produce for you:

- business cards - **corporate brochures** - leaflets - flyers - folders
- vehicle lettering - magnetic signs - stickers - banner
- **beach flags** - light boxes and signs

and of course, give-aways or **high-quality customer items** and much more.

Either we will work according to your specifications or we design a personal appearance for you.



Promotions. . . we call it face-to-face marketing!

While you need traditional advertising to grow up the national visibility of your brand you have also high wastage in some medias. We take your products and services directly to potential customers at the so-called “**point of sale**” **PoS** for example by sampling (distribution campaigns, product samples, etc.), tastings, product presentations or **road shows and infotainment** (product specifically designed nationwide actions).

We want to make your company even more successful with modern promotions and with an extra portion of excitement and drama for more attention.

We will ensure that your promotional not only costs money but also bring the response and return on investment.

Advertising in print products: Even though the Internet closed the world together of course the advertising in print products is not negligible. Especially when you want to reach certain target groups you should not ignore journals or specific leisure tracks. Because of our cooperation with the creatives we can offer interesting opportunities in big German journals and newspaper titles like the **BRAVO Photo Love Story** or the **HANDELSBLATT** until the **PENTHOUSE magazine** also for a small budget.

Online marketing: Online advertising does not mean sending millions of emails which are landing in the recycle bin. We post your online campaign that it will be placed only on the desired topics. Overall we reach 21.5 million Internet users representing about 50% of all Internet users in Germany. The campaign is automatically optimized for the clicking, surfing and searching behavior of the user and suitable for editorial content of the web pages in real time and appear only on reputable sites such as ebay.de, autoscout24.de, RTL2.de, fitforfun.de, etc.

Decide by yourself who should receive your advertising!

Blog marketing - twitter - YouTube - facebook: Come to the meeting with Social Media Marketing!

Take advantage of the influence of more than 9,000 bloggers as influencers of the digital age. A blog or the involvement in so-called **social network platforms** opens a dialogue with the public. You will receive direct and independent feedback from consumers and other stakeholders of your business. In the Web 2.0 messages spread rapidly.

With bloggers on your side you are a step ahead of competitors. With your news you can reach instantly your valuable multipliers which produce regularly fresh content for your company . . . regardless of other media.

This initiates and amplifies your mouth marketing.

Event Design. . . feel the adventure with us!

Festivals and events will not be planned by the way any more. Rather today you need a specific know-how, good training and plenty of time so that a unique event will be the result. Regularities by the authorities and the demands of visitors or guests can be hard.

And please do not forget:

Who has enough time to worry for days or even weeks in addition to his professional life at all?

We design your dreams in decorative, high quality and professional manner. Whether you want to align your corporate event, a public event should be organised or would you like to present your product in a very special atmosphere . . . we implement event concepts for every taste and occasion.

Our young and flexible team with fresh ideas and creative minds have different experiences in event designing, visual merchandising and marketing professional and can guarantee an equally far-sighted realization of your desires.

Activities Abroad: Adventure has a color . . . Red Dunes

Especially for events in the Arab world the company Red Dunes is the perfect brand of *mk marketing*.

Red Dunes is an experienced tour company since many years in the United Arab Emirates and specialized in organizing events from the small adventures to demanding tours.



Founder coaching :

You have an idea? A vision? You believe in yourself? Then . . . do it . . . make the first step. The first step into a new future is always the one that requires the greatest courage. It's a big challenge to lead a company successfully. So it's good to have someone at your side to have a look at the situation from a neutral perspective. Someone who can discuss the pros and cons with you. We will have a look at your first step. Are you already in the initial phase? So we will help you to create the concept and the business plan for a successful business. For the start-up advice often funding opportunities are available especially in Germany and other European countries!

We are listed in the “Beraterbörse of the kfw Mittelstandsbank” and official registered to support you in the European Program “Gründercoaching Deutschland”.

Take place at the market:

To place a mark on the market you need not only a good distribution. **Most important especially is the launch on the market!** Our team will create a concept to launch you and your product or service on the market. Then we will prepare the way of your products for the distribution so that you can start immediately in the new market . . . **with a good feeling.**

Customer service. . . You will learn the expectations of your customers!

There are more and more interchangeable products and services on the market. So customer service is becoming increasingly important. You have to know the expectations of your customers and attend to their ideas, needs and problems. Because of our support team your customers' needs are transparent and supported entirely to your specifications.



We create good ideas. . . so that you can reap the fruits of your work!

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