

# The Art of Marketing Archery: A Comprehensive Guide



## OUR SERVICES

### STRATEGIC PLANNING

The key to hitting a target is knowing where to aim and having a clear line of sight. The Hardy Communications strategic marketing plan provides a clear and concise way to reach your short and long term goals.

### ADVERTISING & PUBLIC RELATIONS & MEDIA

Knowing when, where and why to place your advertising and public relations is just one part of a good advertising and public relations strategy. A targeted message is critical to achieving favorable campaign results. Hardy Communications can help create the message and coordinate the logical timing and placement of the campaign.

### NEW LEAD GENERATION

The challenge is not getting the lead, it's getting quality leads. Imagine a program that can generate qualified leads with a minimum response rate of 20%!

### SALES PROCESS

Sales can take on so many directions, so it is really important that all the arrows are shot in the right order. Our 20 years of sales leadership experience allows us to understand your sales process and refine it, measure it or create a new one to consistently achieve your goals.

### NEW CUSTOMER ACQUISITION AND RETENTION

Customer retention drives profit because it's less expensive to retain a current customer than it is to acquire a new one. Hardy Communications helps implement client-specific retention strategies that nurture the customer relationship after the sale, including frequent contacts and personal touches.

*"Hardy has developed a comprehensive marketing foundation and brand standards document, developed a detailed marketing plan and is currently working with us to implement that plan. Hardy is exceptional at what they do."*

- InTech IT Solution

*"I caution anyone not ready for a result, who wants to keep wasting time and money on the fluffy old school methods, to find another consultant."*

- EMB Designs

*"HCM's knowledge of effective marketing strategies has provided strong and measurable results for The Douglas Company."*

- The Douglas Company



# Don't just hit the target, **CRUSH IT!**

Hitting a target takes hard work and consistency  
—there's a reason they call it target practice.



Each business aims for different targets. The Hardy Communications team works hard to understand every client's unique needs, goals and struggles, and all of the Hardy Communications services are tailored toward a specific challenge.

Not all businesses will need every service. But, if there is a specific need in the area of strategic planning, media planning, sales process development, lead generation or client retention, Hardy Communications will customize a comprehensive program and implement repeatable processes to achieve measurable results.

Creating and managing the strategic process is an interactive relationship, and these processes take time and cooperation to fully develop and implement. Hardy Communications points businesses in the right direction, gives them a clear line of sight and ensures their aim is true.

**Our interactive consulting relationships require commitment and implementation. In other words... it's hard work, but hard work pays off.**

**Contact Hardy Communications and Marketing for your ammunition!**



**Hardy Communications & Marketing**

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