



# **Limited Resources in a Scary Economy?**

A large, light gray gear graphic that frames the central text, symbolizing industry and resource management.

**Stretch Marketing<sup>SM</sup>  
Gets You More for Less.**



# **It's time to stretch your budget. Your impact. Your ROI.**

**Introducing a new marketing tool that's right for the times,  
and right for your business.**

Can you really wait for the inevitable "turnaround" to find new customers?

Can you really afford to "make do" until the economic climate improves?

And can you take the risk of allowing your competition to make customer inroads *now*, and reap the rewards – both now and later – at your expense?

Or should your company be making inroads on your competitors' business...with tactics that are affordable, proven and smart?

That's Stretch Marketing<sup>SM</sup>. It's an innovative marketing approach that says your business can grow now, even with limited resources.

Can you afford to wait?

**Get more out of what you've got.  
And take more of what your competitors are trying to keep.**

Sure, times are tough.

Companies are cutting back. Credit is tight. Optimism is running dry.

Doing nothing – or almost nothing – doesn't feel right. But what else can you do?

Think about this: Sales in your category are down, but *somebody's buying something*. You know there's more business out there to win.

And think about this: Can you trust that your competitors are sitting on their hands? In this economic climate, if they're going to grow their business, they're going to have to do it at your expense.

Don't let that happen. And don't wait for something better when you can *make* better happen now.

**Tough times can still be growth times for lean, smart companies –  
that know how to do more with less.**

Those are the companies and organizations that rely on Stretch Marketing to help protect what they have, while making the best use of limited resources to grow now...and not wait for the competition's leftovers.

Stretch Marketing turns limited resources into profitable results.

Right now. In this economic climate.

We start with what you have, and then show you how to get the most out of it. No one solution fits every opportunity – especially when new business is tough to uncover.

But new business is out there. And we can help you find it, land it and keep it.

**It starts with a Stretch Session – a 2-hour investment that will produce new growth opportunities...now.**

Here's what the Stretch Session is all about:

- We come to your place and spend an intense 2 hours with your key management and marketing/sales folks. (Key management participation is *essential*.)
- We uncover and analyze your marketplace challenges with lightning speed. (You'll be amazed how much we can "unearth" in so short a time.)
- We take the information that comes out of the session, and come back to you with specific tactical recommendations that are *immediately actionable*. (And fit the real-world budget parameters you give us.)

How many ideas? What kind of ideas? It depends on what you need.

For over 25 years we've helped clients build sales-boosting programs with the right marketing communications tools to get the job done: from applying traditional tactics like print and direct mail to helping clients understand how to take advantage of public relations and social media.

How does that compare with what you're doing now?

**Stretch Marketing makes doing the right thing for your business affordable.**

How much does a Stretch Session cost?

The Stretch Session is priced for companies that need help now – fast and affordable marketing firepower that can go to work for you immediately.

That's why we do the Stretch Session in 2 hours – at a cost of only \$5,000 for the session *and* the no-nonsense recommendations that come out of it.

**We're marketing pros, not consultants.** We know how to do more with less, on tight deadlines. We know the real world of fighting for every deal.

We're ready to get started. Are you ready to leave "doing nothing right now" to your competition?

For more information or to schedule a Stretch Session for your company, call **Steve Fodor at (740) 383-2633** or e-mail him at [SFodor@badcomm.com](mailto:SFodor@badcomm.com).



**Badertscher**  
Communications