



**A Note from the President**

*1999 has proven to be another very good year for Professional Services Marketing (PSM). We welcomed new clients, participated in many challenging and exciting projects, partnered with some very talented people, and launched a new Web site.*

*As we begin our fourth year in business, we remain committed to not just developing innovative marketing plans for our clients, but to helping clients implement the plans and generate results: securing additional business from existing clients, attracting new clients, and increasing overall name recognition and awareness in the marketplace. From large corporations to individual professionals, and every client-type in between, we remain committed to developing targeted marketing approaches that are creative, client-focused and cost-effective.*

*Clients tell us that they appreciate our ongoing involvement throughout the implementation process - - turning marketing goals and strategies into results. We look forward to helping even more clients in 2000 develop targeted strategies for business growth!*

*Terrie Wheeler, President  
Professional Services Marketing  
twheeler@proservmarketing.com*

**1999 Client Service Highlights**

Since PSM's founding in 1996, we have worked with a variety of companies in a number of different industries including technology, legal, business consulting, as well as medical, educational, and financial services. We even worked with an NFL football team! Several 1999 client highlights include:

Merger & Acquisition

Communications Strategy Development

- Served on the strategic integration team for the Honeywell Security Products business and developed all communications strategies - - internal and external - - to integrate a \$100 million security products business into Honeywell
- Developed strategies targeting audiences including managers and employees, key customers, suppliers and security industry media
- Developed a strategic communications plan to integrate an \$8 million water and combustion business acquisition into Honeywell

Strategic Marketing Planning and Implementation

- Created a strategic marketing plan for a Minneapolis-based 21-attorney law firm; ongoing implementation at the firm-wide, practice group and individual attorney levels
- Developed a strategic marketing plan for an upstart human resources outsourcing and consulting firm

- Conducted a marketing analysis and strategic marketing plan for a \$3 million business consulting firm
- Continued to work with the president and partners of a virtual technology services consulting firm
- Developed strategic marketing plans for a number of individual professionals in industries including legal, financial services, employee benefits consulting, human resources consulting and international business consulting

Targeted Communications

- Developed and implemented new corporate identity and targeted communications materials for clients in the legal, financial services, technology, medical and employee benefits consulting industries

Client Satisfaction Surveys and Focus Group Facilitation

- Conducted client focus groups for the business consulting subsidiary of a Minneapolis-based law firm
- Conducted a comprehensive client survey for a Minneapolis court reporting firm
- Conducted a series of customer focus groups for a national interventional cardiology device manufacturer
- Conducted a series of focus groups with various levels of inactive members of a Minnesota legal industry association
- Developed the tools for a financial services firm to survey its clients

Web Site Initiatives

- Repositioned the online offerings of West Group's www.westlaw.com, to be more user-friendly; wrote the contents for the new Web site
- Served on the Web site development team for the Minnesota Vikings and created all substantive content for the new site - - now a top Web site in the NFL, www.vikings.com
- Served on the Web site development team for a technology consulting firm; developed strategy and overall approach to clients and partners, www.harbinger-partners.com
- Created and launched the new Web site for Professional Services Marketing, www.proservmarketing.com
- Consulted with various other businesses on their overall Internet Web site approach and goals, for clients in financial services, human resources consulting, technology services and general business consulting

Seminars and Presentations

Throughout 1999, Terrie made a number of presentations to trade and professional groups, and agreed to serve on the faculty of a local community college. Presentation highlights include:

- Faculty member, North Hennepin Community College, Center for Training and Development (CTD), teaching two courses: "Effective Promotional Writing" and "Meeting and Exceeding Client Expectations." In addition, Terrie is working with the CTD on the development of a comprehensive marketing curriculum.

- Guest speaker, All District Legal Education, CLE presentation, “How to Market Your Alternative Dispute Resolution Practice”
- Adjunct speaker, University of St. Thomas Graduate School of Business, “Media Relations in Professional Services Marketing: Tales From the Front-Line”
- Faculty member, Minnesota State Bar Association, Family Law Institute, “Marketing Your Family Law Practice”

**PSM Goes Online!**



We are pleased to announce that PSM is now online! We recently launched our new Web site – you can find PSM online at: [www.proservmarketing.com](http://www.proservmarketing.com). The site features general information on PSM, including the type of services we provide, some of our

representative clients, recent projects, as well as additional tools and resources. Please visit our new Web site and let us know how we could further augment and improve the site.

**Strategic Marketing Planning  
Our Three-Phase Process**

PSM specializes in helping clients develop targeted marketing strategies designed to grow their businesses. We do this by employing a very straightforward, three-phase process that involves:

**Phase I – Strategic Marketing Assessment** – This phase involves conducting a marketing assessment that includes a thorough review of existing materials, a competitive and industry analysis, revenue review, client feedback review, what’s worked and what hasn’t in marketing the business; a thorough review of all information available to summarize where the business is today.

**Phase II – Strategic Marketing Plan** – The results of the marketing assessment are then used to create a targeted strategic marketing plan. The plan identifies measurable marketing goals and objectives, target audience strategies, key message development, and the creation of a tactical implementation plan. In addition, action plans and budgets are created to ensure marketing strategies occur on time and within budget.

**Phase III – Ongoing Implementation** – This is the phase where the “rubber meets the road.” The best-laid plans will remain only good ideas unless an implementation plan is created and tenaciously pursued. PSM provides extensive support at this level to ensure our clients generate successful marketing results. Generally our clients’ tactical plans include elements like:

- Client Satisfaction and Retention Strategies
- Market Research
- Marketing Materials Development

- Cross-Marketing Program Development
- Internet Web Site Development and Marketing
- Public and Media Relations
- Association Marketing
- Practice and Industry-Specific Marketing Strategies
- Seminars, Newsletters and Client Events

**Expanding the PSM Team**



We are pleased to announce the addition of Meredith Hinke, who joined Professional Services Marketing in September as a Project Manager. Meredith has nearly 6 years’ experience marketing professional services, and has worked in both the education and legal services industries. Her background includes developing promotional materials

(brochures, announcement cards, etc.), creating presentation materials, media relations, newsletter development and editing, proposal development, special events, market research, client satisfaction surveys and analysis, copywriting, and Web site initiatives. When you work with PSM, you will most likely work with Meredith, particularly in Phase III of the marketing process. Meredith can be reached at 612-866-1314 or [mhinke@proservmarketing.com](mailto:mhinke@proservmarketing.com).

**The Client Services Team: Our Strategic Partners**

In addition to working with Terrie and Meredith, clients of PSM benefit from the talent and expertise of a number of other professionals including:

Graphic Designers

Andrea Austin,  
Austin Creative  
Michelle Anderson,  
Grafik Distinction

Copywriters

Robin Neidorf, Clío’s Pen  
Gretchen Douma

Internet Strategy  
Development

Barbara English-Belanger,  
Internet Business  
Development, LLC

Internet and  
Computer Technology

Alex and Bonnie Weinandt,  
Support Unlimited

Project Management

Jennifer Frisbie  
Jacquie Bystrom

Specialty Advertising

Liz Siegrist, Metro Promotions

Market Research &  
Analysis

Bob Shoen, B. Direct  
Lisa Torvik, ContentData

**What can PSM do for you?**

Please keep in mind that we are always interested and willing to meet with you to explore how Professional Services Marketing can add value to your company’s strategic marketing initiatives. We have heard from countless clients that they appreciate the availability of a ‘services-on-demand’ resource as a cost-effective tool for meeting their business and marketing goals. So if you’re ready to take your marketing program to the next level, contact Professional Services Marketing at 651-633-2711 or [wheeler@proservmarketing.com](mailto:wheeler@proservmarketing.com).