

The logo features a dark red hexagon with a thick, rounded border. The word "RedFusion" is written in white, bold, sans-serif font across the center of the hexagon. The "Red" is in lowercase, "Fusion" is in lowercase, and the "F" is uppercase. The text is centered horizontally and partially overlaps the hexagon's border.

RedFusion



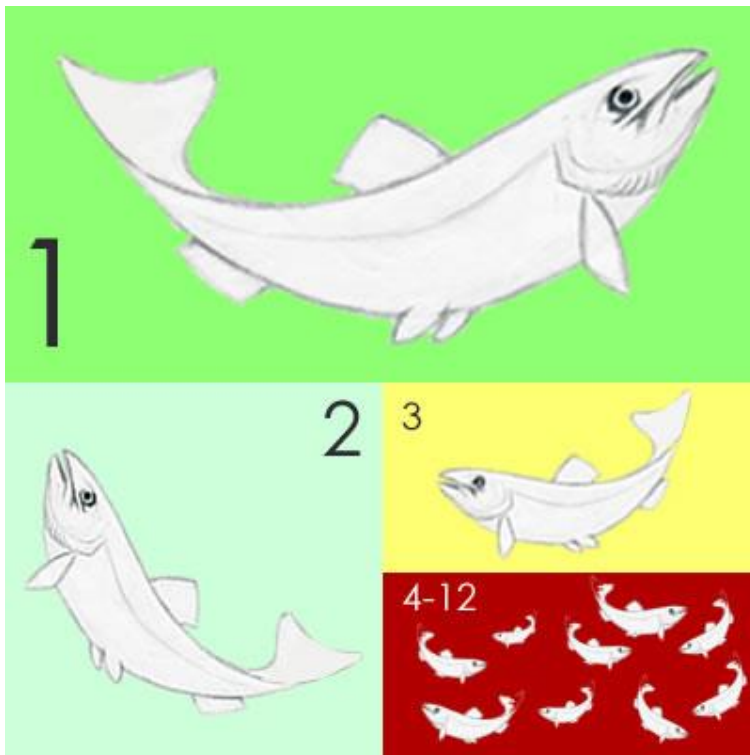
Niche Emplacement

Finding the Client's Crack in the Market

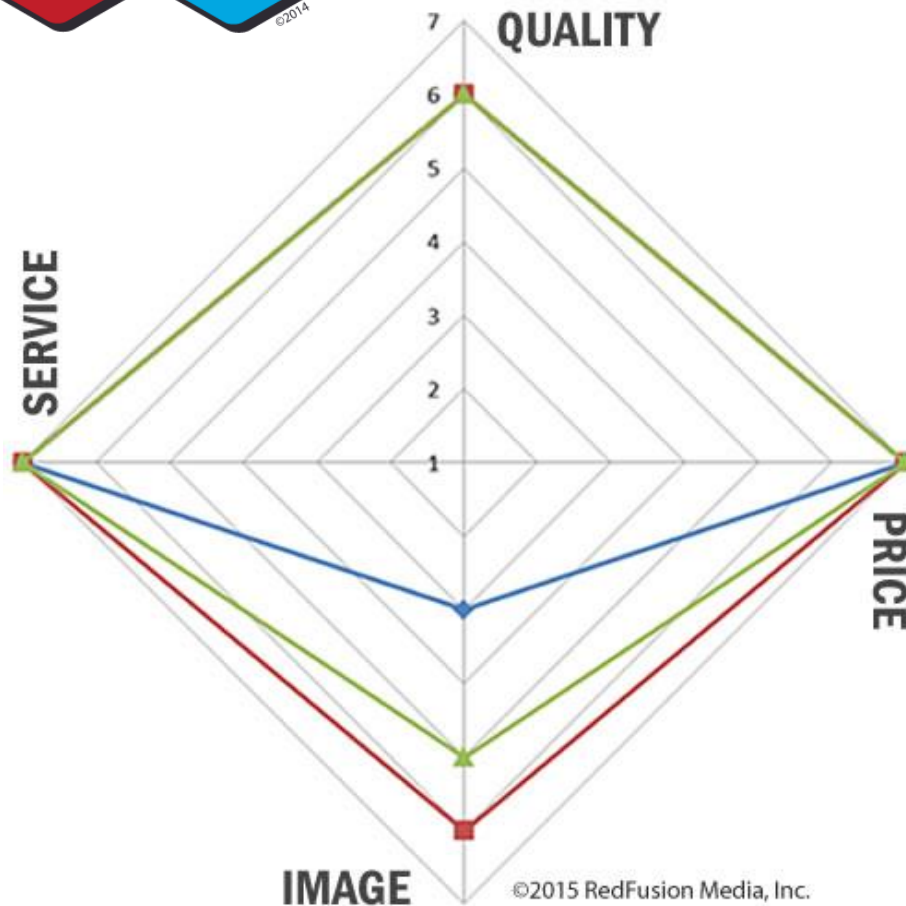
- Having dominance in a niche market
- Physically blocking competitors from seeing our customer base

PIMS

- Occupying the top 3 market share positions, or the #1 for low-price



Value Diamond



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Handshake

- Not transactional, but relationships
- Knowing your customer, listening
- Not, the “customer is always right,” but, “do right for the customer.”
- In marketing communications, asking the prospect/customer, “Are your needs met?”

Inbound Marketing

- Attracting the prospects by,
 - Niche = Expert, Authoritative
 - PIMS = Market Leader, Value Margin
 - Handshakes = Transparent, Authoritative
- Answering the question, “are your needs met?”
- Moving customer naturally through the funnel
- Marketing & Selling Value

Marketing Cycle



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