

The logo features a dark red, stylized hexagonal shape with a thick, rounded border. The shape is centered behind the text.

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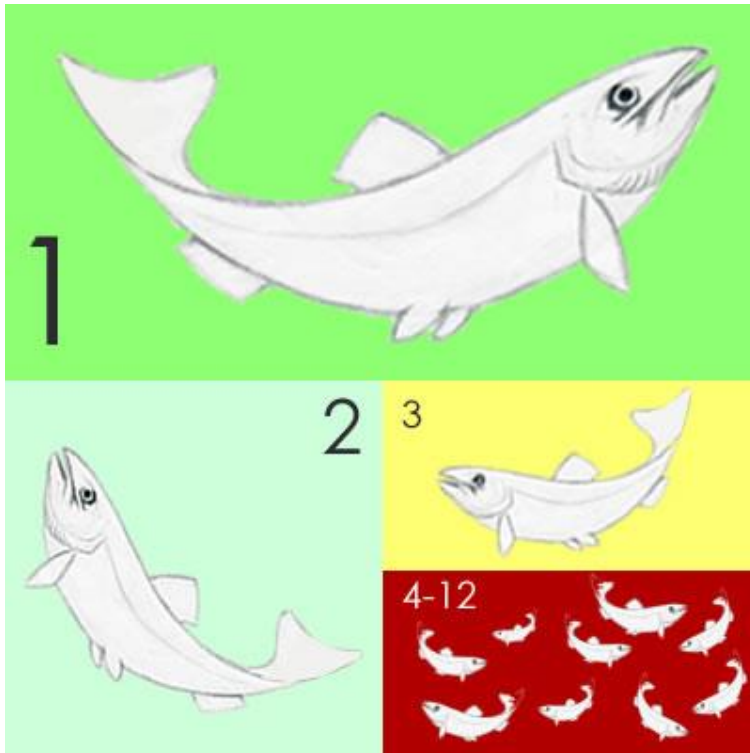
# Niche Emplacement

## Finding the Client's Crack in the Market

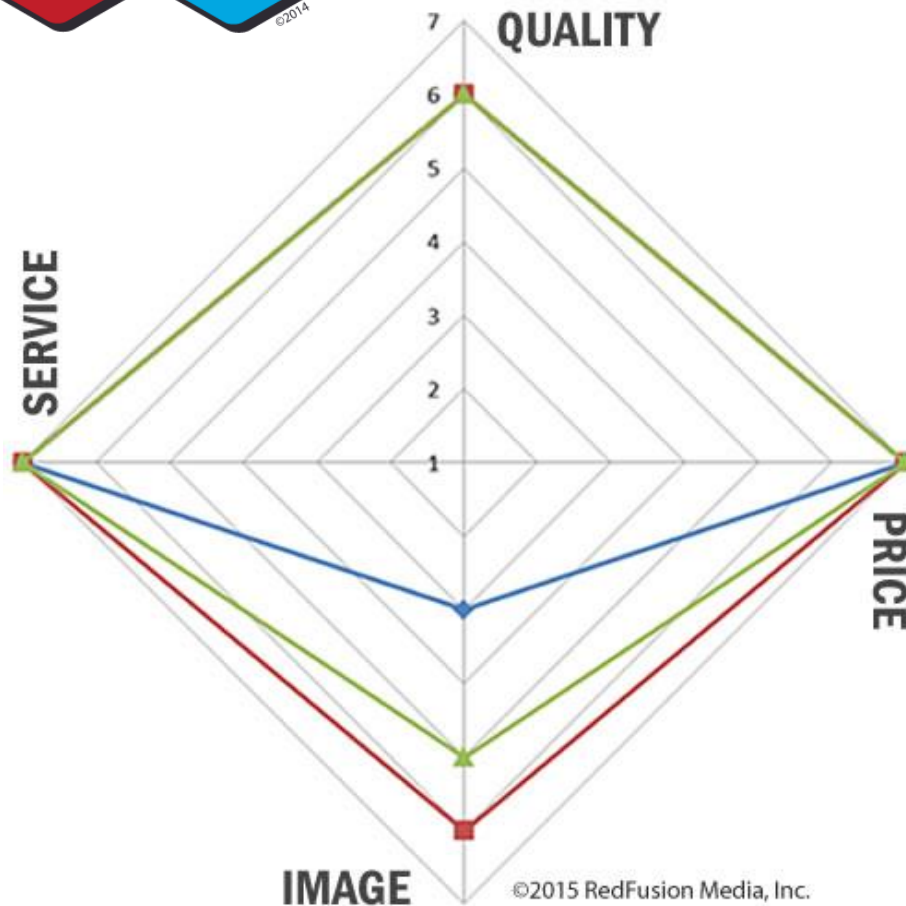
- Having dominance in a niche market
- Physically blocking competitors from seeing our customer base

# 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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