



**Marketing Services**  
Lloyd Richmond  
801-447-3613 Office  
801-835-8195 Cell

## CAPABILITIES

### Business Internet

- Business presence evaluation / maintenance
- Claimed profile and verified listings
- Email campaigns
- Expanded search and directory syndication and distribution
- Identity audit and anti-hijacking strategies
- Internet KPI development / audits
- Mapping / places setup and maintenance including mobile apps, gps mapping
- SEO / SEM management
- Social networks setup and maintenance
- Specialized word-of-mouth advertising
- Strategic website design
- Web content / copywriting / media

### Media Development

- Books, magazines, newsletters
- Copywriting and scripting
- e-books, e-magazines, e-newsletters
- Short and long form direct response ads
- Television and radio production / post
- Online video / flash / audio programs
- Project reports, videos, and white papers

### Consulting

- Business alliances
- Business turn-around projects
- Capital and business acquisition
- Competitor intelligence and research
- Field sales and customer care audits
- Growth and scalability
- Negotiation and communication
- New product implementation
- Operations and management projects
- Sales and / or marketing projects
- Trade shows and conferences
- Vendor relationships and strategies

### General Business Marketing

- Advertising and public relations strategies
- Affiliate programs
- Business development and market share
- Competitive analysis
- Customer acquisition strategies
- Customer communication and Retention
- Integration with Stakeholders / employees
- Point-of-sale capture including training
- Positioning, category, branding, pricing
- Problem resolution and leveraging
- Product / service Line Extensions
- Product, service, value USP development
- Promotions and campaigns
- Strategic marketing review / audit
- Up sell / back-end profit strategies

### Business Analytics and Tools

- Advanced-level Excel tools and forms
- Customer management systems and tools
- Key performance standards and indicators
- Marketing TMA setup and follow-through
- Operational inspections and audits
- Sales management systems and tools
- Simplified data-capture tools

### Training

- Classroom, on-site, and field training
- Customer and vendor training integration
- Executive consulting
- Hospitality sales
- Online seminars and events
- Presentation creation and testing
- Seminar development and execution
- Strategic training Audits
- Supervisor and manager skills
- Trade conferences and breakout sessions
- Training manuals
- Universal learning

Mr. Richmond brings 30+ years of business management, marketing, advertising, and sales experience. He is life-long student with training in business, marketing, and education via Brigham Young, Cal-Poly, Harvard, Penn State as well as corporate sources. His consulting efforts have benefited many industries including, financial, insurance, consumer products, retail, hospitality, engineering, construction, oil & gas, and non-profit sectors. He has multiple successes in business turn-around. He is a military veteran.

