

THORN

CONSULTING
PEST CONTROL MEDIA
BUYING & CREATION

WE REMOVE SUPPLIERS' #1 MARKETING THORN:

“Do more with less!”

MEDIA INSIDERS TO OVERCOME:

- ▶ Shrinking budgets & staffs
- ▶ Rising B2B media costs
- ▶ More platforms, To Dos

Your THORN Team



MARTY WHITFORD launched THORN Consulting to empower pest control suppliers to *\$pend Less, \$ell More*. A 22-year industry vet, Marty served as publisher of *Pest Management Professional (PMP)* & VP of Content for parent company North Coast Media (NCM).

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PETE SELTZER a THORN partner, served as NCM's VP of Graphic Design & Production. Pete helped *PMP* garner more than 100 graphic design awards.



Partner with THORN: Ensure *Every Ad Counts*

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Crank up ROI to 11.

Partner with THORN: *\$pend Less, \$ell More*

THORN CONSULTING SERVICES & RETAINER PARTNERSHIPS

B2B PRINT MEDIA RETAINER PARTNERSHIP

- ▶ Press Releases
- ▶ Print Ads
- ▶ Print Advertorials
(Testimonials, Executive Q&As and Solution Spotlights: Core Features & Benefits)
- ▶ Editorial Submissions
(Trends & Tips articles that captivate & educate)
- ▶ Logos & Taglines
(Company, brands, programs & campaigns)
 - 20 Hours of content creation services per month
 - 25% Discount vs. a la carte content creation services
 - 33% Discount vs. a la carte B2B media planning & buying services
 - 12-month agreement

THORN Consulting A la Carte Services:

- ▶ **Media Content Creation:** (wordsmithing & design) \$200/hour

- ▶ **Media Planning & Buying:**

If total B2B media spend with *PMP* and *PCT* is less than the previous year, THORN simply shares the savings 50/50 with you. (Most THORN clients can reduce spend 10%+ while increasing sales leads.)

If your total B2B media spend with *PMP* and *PCT* is more than the previous year due to launches — or your company being a new advertiser — THORN will charge 10% of your total media spend. (Most ad agencies charge 15% of total media spend for media planning and buying).

B2B PRINT & DIGITAL MEDIA RETAINER PARTNERSHIP

- ▶ Press Releases
- ▶ Print Ads
- ▶ Print Advertorials
(Testimonials, Executive Q&As and Solution Spotlights: Core Features & Benefits)
- ▶ Editorial Submissions
(Trends & Tips articles that captivate & educate)
- ▶ Logos & Taglines
(Company, brands, programs & campaigns)
- ▶ Website Ads
(desktop & mobile viewing)
- ▶ Enewsletter Ads
- ▶ Retargeting & Programmatic Ads
- ▶ Custom Eblasts (HTMLs)
- ▶ 4-Page Quarterly Client Newsletters
 - 32 Hours of content creation services per month
 - 37.5% Discount vs. a la carte content creation services
 - 50% Discount vs. a la carte B2B media planning & buying services
 - 12-month agreement

B2B PRINT & DIGITAL MEDIA + MARKET INTEL RESEARCH RETAINER PARTNERSHIP

- ▶ Press Releases
- ▶ Print Ads
- ▶ Print Advertorials
(Testimonials, Executive Q&As and Solution Spotlights: Core Features & Benefits)
- ▶ Editorial Submissions
(Trends & Tips articles that captivate & educate)
- ▶ Logos & Taglines
(Company, brands, programs & campaigns)
- ▶ Website Ads
(desktop & mobile viewing)
- ▶ Enewsletter Ads
- ▶ Retargeting & Programmatic Ads
- ▶ Custom Eblasts (HTMLs)
- ▶ 4-Page Quarterly Client Newsletters

THORN P4 Market Intel:
Priceless feedback from clients and prospects on your and competitors' Products, Pipelines, Programs (Early Order & Buyer Loyalty Rewards) & People (Customer Service, Technical Support & Distribution) Via:

- ▶ **Online questionnaires** (Survey Monkey or Zoomerang):
Survey evites sent via your paid media eblasts and/or self-sent eblasts.
- ▶ **THORN-moderated, Zoom video-recorded 1-on-1s** with top clients and prospects
- ▶ **THORN-moderated, Zoom video-recorded Focus Groups**, each comprising 5 top clients and prospects
 - 50 Hours of content creation services per month
 - 50% Discount vs. a la carte content creation services
 - 60% Discount vs. a la carte B2B media planning & buying services
 - 12-month agreement