



Always On Target.



HitState & Business Consultants:
The B2B

The B2B.

A business consultant works with clients on strategy, planning, problem solving and helps clients develop skills and knowledge to grow their business. These topics range from designing a business model, the processes & procedures needed to run a business or the marketing plan to engage customers. Having the right marketing partner to refer to your clients or having them as an integral part of your organization is key. HitState is that marketing partner.

One of the best ways to grow a business is with marketing.

As an business consultant professional having the right marketing partner to refer to your clients is key. HitState is that marketing partner.



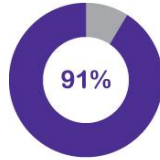
Why A Marketing Partner?

Why do you need a marketing partner to recommend to your clients?

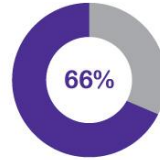
- Your clients will see you as more of a holistic business advisor.
- More touch points with your clients.
- Marketing helps clients expand into new markets.
- Ever deepening relationship with your clients.
- When their business grows so will your business with them.
- Marketing is something that all businesses need but you don't do.



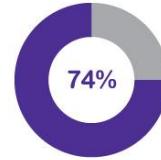
Some Marketing Statistics.



91% of consumers check their email daily



66% of consumers have made a purchase online as a result of an email marketing message



74% of consumers prefer to receive commercial communications via email



75 percent of people who find local, helpful information in search results are more likely to visit the physical stores.



Emails that include social sharing buttons have a click-through rate 158% higher than those do not



Women click 10% more often than men on emails



78%

of teens own a mobile phone



47%

of teens own a smartphone



23%

of teens own a tablet



80%

use a smartphone.



57%

use more than one type of device.



TOP WAYS TO ENGAGE

The Critical Touchpoints That Customers Expect to Be Available to Them



58%
Company website



52%
Email



46%
Phone number to call



30%
In-person engagement



29%
Word of mouth



27%
Direct mail



27%
Social media



27%
Traditional advertising

*Only 15 percent expect companies to be everywhere.



Why HitState?

Our mission at HitState is to make sure all our clients reach their full business potential.

HitState is a marketing agency that finds creative ways to engage your customers, bring in new ones and deliver the results that will grow your business.

We are a team of professional (and equally fun!) creative marketing experts who believe that building great relationships builds even greater brands. We take the time to get to know each of our clients, their business, their goals and especially their customers so that we can create amazing brand experiences that are Always On Target!

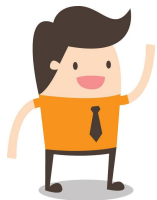
For over 20 years HitState has developed innovative marketing/advertising strategies that brought incredible results for brands like Sony Pictures, AMC Networks, WeTV, Cablevision, NHL, 1-800-Flowers, Bed Bath & Beyond and EPIX HD to name a few.



Why HitState?

As a fully integrated marketing agency our services include:

- Marketing Strategy
- Brand Strategy
- Creative Strategy
- Digital Marketing
- Advertising & Media Buying
- Logo/Identity Design
- Direct Mail
- Email Marketing
- Packaging & POP
- List Building
- Gorilla Marketing
- Events & Event Development
- Social Media Marketing
- SEO/Content Creation
- Content Marketing
- Website development
- Mobile Apps
- Trade Shows
- Video Production
- Ad Campaign Development
- Sponsorship Decks/Pitches
- Geo Targeting
- Geo Fencing
- and more



What is marketing, you say?



What Is Marketing?

(the clinical definition)



(our definition)

We tell everyone how awesome you
and your business are.



Why Do Your Clients Need It?

Do you want more customers?

Do you want to grow your business?

Do you want to crush your competition?

Then you need it!



How We Do It?

STRATEGY



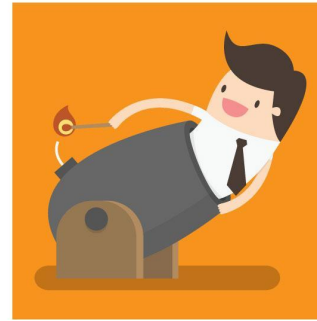
We start by understanding who you are, who your customers are and how to reach them... yes, even in their sleep :)

BRAND/CREATIVE



We develop kick ass brand messaging and creative that engages your customers.

VEHICLES



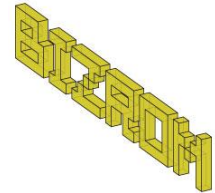
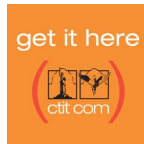
This is what we use to deliver the brand message & creative to your customers. You know: digital, social, online, offline and all that other stuff.

RESULTS



We track the results of everything we do so you know we're Always On Target.

Who We Do It For?



Who Said What?



Where to start about Andy... he knows enough context about seemingly everything to cut to the hearts and minds of people, their business and interests. He brings a level of creativity and passion to his work that I found unparalleled to others. We tapped into Andy's skill-sets to help us boil-down very complex issues and facts into a one-pager that was easy to digest. The work products he shared were of excellent quality. EY has on-boarded Andy and HitState to support with any projects where we need his insights, guidance, and creativity.

Frank Traina - Executive Director at EY

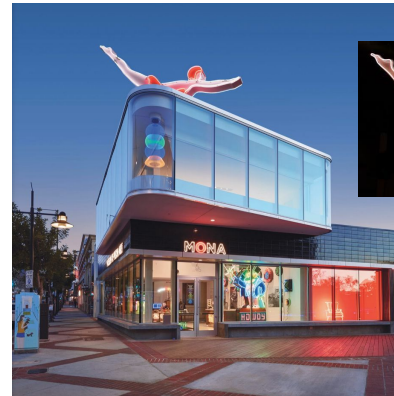


HitState helped us roll out a complete company wide re-brand with great success. From our new logo design to our new website, we are extremely happy with the results. Andy and his team were professional, responsive and most importantly they brought a level of creativity to the process that we were lacking. We are now moving on to outbound marketing and trade show exhibits. We look forward to continuing our work with HitState and certainly recommend them for any business needing their services.

Brian Selltiz - Owner at Digital Provisions, Inc.



Our Work: Branding



Our Work: Digital & Social

Jennifer Ann Cosmetics
Published by Andy Randazzo [?] · October 14 at 2:00pm · 🌐

Making our mark.

682 people reached

Like Comment Share

Jennifer Pellegrino, Caroline Corrigan and 25 others

View 11 more comments

Jennifer Ann Cosmetics
Published by Andy Randazzo [?] · Yesterday at 2:00pm · 🌐

Blushing 😊

Your Ad Has a High Relevance Score
Great work! Your ad has an average relevance score of 9, which means it's getting more positive feedback and is costing less to deliver than most ads on Facebook.

948 people reached

Comment Share

Corrigan, Nancy Young Kelleher and 23 others

Chronological

Jennifer Ann Cosmetics
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Shhhh!

Get More Likes, Comments and Shares
This post is performing better than 85% of other posts on your Page. Boost it to get more great results.

948 people reached

Like Comment Share

James Walsh, Joan Farruggio Cicchetti and 22 others

Chronological

Winter Classic
OUTDOORS AT HEINZ FIELD
NEW YEAR'S DAY • 1 ET

ALL-STAR FAN BALLOTING
DOUGHTY OR KEITH?

138TH RYAN MILLER
138TH INSTANT CRITIC

RAISING THE CUP
WEEKNIGHTS 10 PM ET
NHLNETWORK

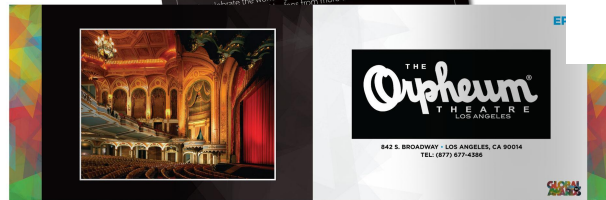
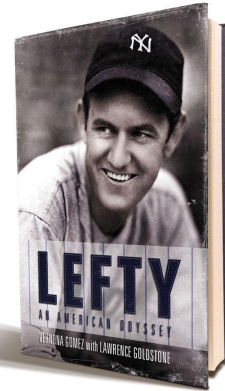
FANTASY HOCKEY '09
LIVE SCORING • DRAFT KIT
VIDEO HIGHLIGHTS
FOR FREE!

May Your Winter Be Classic
Happy Holidays from the NHL

Our Work: Web



Our Work: Traditional



Our Work: Logos

Business Formalities, inc.



In Closing...

Offering HitState marketing services to your clients gives them the ability to grow their business in ways they never knew possible. We have the technical skills and industry expertise necessary to provide the best possible solutions for your clients.

Let's talk more about how we can help your clients businesses grow and so you can be in front of them more.

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