



Introduction

Since its inception, Pinehurst Group has focused on creating vibrant media, advertising and marketing campaigns. Pinehurst Group Media and Management provides preferred services that deliver ideal results.

Pinehurst Group approaches each client with the idea of increasing sales through increased media presence and brand awareness. We aggressively work with targeted media to help companies be "authoritative" on issues pertaining to their industry.

We have the experience and technology to ensure the finest and most effective communications strategy. We understand that the more personal and relevant the communication, the more likely it is to drive desired behaviors. Whether you are announcing a new product offering, breaking into a new market, educating the marketplace or cross-selling to your existing customer base, we can deliver results ... on or offline.

Unlike most media companies, Pinehurst Group is media agnostic, our approach accommodates digital, off-line, print, television and more. We identify your specific goals and execute strategies that make your prospects transactional.

About Us

Pinehurst Group Media Holdings is a leading media, marketing and services delivery company with a collection of diverse organizations focused on interactive media and the emerging technology sectors.

Pinehurst Group delivers insightful and unparalleled information, tools, and results through its diverse member companies, online properties, and professional service offerings.

Headquartered in Dover, New Hampshire Pinehurst Group has convenient access to the greater Boston region, Manchester and Portland, Maine.

Approach

Pinehurst Group applies proven principles of transactional & direct marketing to all creative treatments and Web site development. We implement proven strategy and technique to create successful and compelling communications that build brands, generate leads, and retain customers.



FACT SHEET: Media and Management Services

- Media Services

- Strategy Development
- Media Planning & Buying
- Website Design and Development
- Website Maintenance
- Search Engine Optimization (SEO)
- Pay Per Click Marketing
- Email Campaign and Reporting
- Per-Inquiry
- Performance Marketing
- Direct Marketing
- Social Media

- Public Relations

- Analyst Relations
- Awards Programs
- Byline Programs
- Customer Case Studies
- Media Relations
- Media and Analyst Research
- News Release Writing
- Press Kit Development
- Product Reviews Program



- Direct Marketing

- Campaign Design & Development
- Campaign Blast Execution & Tracking
- CRM integration
- Reporting and CRM Update

- Flash Development

- Corporate presentations
- Product demos
- Interactive demos 2D to 3D animation

- Graphic Design

- Brochure, datasheet, fact sheet design
- Logo with complete brand identity
- Corporate stationary e.g. letterhead, business cards etc.

- Technical Services

- HTML, CSS, Javascript
- Java/J2EE
- Microsoft Technologies (ASP/.Net)
- PHP
- MYSQL/Sequel Server/Oracle
- CRM
- Email Management Platforms

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