

THE HOM TEAM

entrepreneurial minds@work™

BRIEF

The Hom Team provides a range of business, marketing, branding, and communications services for small to mid-sized companies. We look at the strategy and rationale *first*...only then can we make the tactical recommendations that are right for you. We are adept at working in traditional business environments, as well as in new media and the Internet. The Hom Team offers a central point for broad-based *and* multicultural marketing initiatives. Our clients have come to appreciate the big picture perspective that we can offer without a big price tag.

Our Services

Marketing—General
& Multicultural
Creative Services
Advertising
Business Planning
Sales Development
Communications
Web Design & Consulting
eCommerce

Industries

Cable & Broadband
Entertainment
Food
Healthcare
Hospitality
Technology
Telecommunications
Service Businesses
Non-Profit Foundations

About Us

We manage a diverse, national network of highly skilled independent contractors that provide a wide range of business consultation services. Our team has had first hand experience with the realities of today's marketplace. We operate virtually but the results we produce are *real*.

Nancy Hom, Principal



Nancy Hom leads a team that is passionate about your success. With over 20 years experience from cable and broadband, advertising and brand management, Nancy has an excellent command of technology and its integration with businesses. An innovative and award-winning marketer, she has also been the recipient of several prestigious management /leadership fellowships, and is a frequent speaker on marketing and business panels.

Getting Started



Your business plan is the source to making sound marketing, branding and communications decisions.

This is the area of the sandbox that we play in. We make sure that the recommendations we make are on-plan, on-strategy, and on-target.

Have a budget in mind.

We know that resources are limited and that you

want to make the most of every dollar you spend. To fulfill your project requirements, we will need to know what budget you have in mind. It's an indication to us that you're giving your project an appropriate resource allocation, and we've often come in lower than what clients have budgeted for a project.

Our initial consultation. We meet with you to understand your business needs and what you want to achieve. Then we write and submit a proposal. Given that our proposals are thoroughly researched documents and are unique to each client, we require a proposal fee of \$400 that is credited to the project budget once the proposal receives a sign-off.

What to expect. Whether it's a formal marketing plan or a tactical campaign strategy, we deliver a detailed blueprint on its strategy, rationale, return on investment and sales forecast. It's a disciplined look at your project so that you can clearly anticipate costs, results, and payback on your marketing dollars. Then, it's off to the races for a sound, creative and productive collaboration with you, our valued client.

