

*"Why join the navy
when you can be
a pirate?"
- Steve Jobs*

boxfire marketing

Success begins with a single spark

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Frequently Asked Questions

Q: Why can't I do my own marketing?

A: If you broke your leg, would you try to set it yourself? Or, would you try to perform your own dental surgery? Neither would we. By its very definition, an expert is the "smartest guy in the room" on a certain subject. Well, when it comes to small and medium-size business marketing without breaking the bank, the experts at boxfire marketing are, in fact, the "smartest guys in the room." Along with the expertise boxfire marketing brings to the table, we also have the necessary tools and contacts. From the ability to mass distribute press releases and set up interviews with the local and national media, to owning and using tens of thousands of dollars worth of professional design software and equipment, we have invested the money and time putting our business in the position to be able to assist your business.

Q: I own a mom-and-pop business, how can I afford to market my products and services using a professional marketing firm?

A: A better question would be, "How can I not afford to market my business?" Professional marketing does not necessarily have to be a cost-prohibitive proposition. (It's nothing like it is on television.) Depending on your needs and resources, boxfire marketing can custom tailor a marketing plan and supporting materials which are effective, efficient and professional.

Q: What makes boxfire marketing different from any other marketing and/or advertising company?

A: First, boxfire marketing is a full-service marketing company. We can handle all of your marketing needs, from soup to nuts. With boxfire marketing, there is absolutely no need for using four or five different companies - we do all of that for you. And, we do it all at your direction.

Second, we pride ourselves in being 'regular' people. We are your customers. We are your clients. Our company founder still changes his own oil. Yet, he is still comfortable hanging out with corporate presidents and governmental officials - most of whom he calls by their first names. We're as comfortable in tuxedos as we are in jeans. Why is this important? It's important because we have our proverbial fingers on the pulse of the people you want to reach. This gives us a unique vision - a

vision that will help you in marketing your business.

Q: Why should I choose a marketing firm like boxfire that is located in a small town, instead of going with one in a major metropolitan area like Indianapolis, Chicago or Cincinnati?

A: One of the major benefits in using boxfire marketing is the fact that we don't have high overhead like major-metro firms. This means that we can do things in a much more cost-effective manner - which saves you money in the long run. As for being located "off the beaten path," boxfire marketing's staff realizes how you value your time. So, we come to you. We invest our travel time and will meet with you whenever, and wherever you wish.

Finally, even though boxfire marketing is located 90 minutes from Indianapolis and four hours from Chicago, we still have relationships with major marketing, advertising and a public relations firm in New York. (Plus, let's face it, we live in a cyber-based world without many borders.) This combination puts boxfire marketing in the enviable position of being small enough to personally serve you, yet large enough to help you compete with the "big guys."

Q: Can you offer me any references? I would like to see what you have done for other people.

A: Go to our links page to see contact information for businesses we have assisted from simple website design to ground-up business start-up consulting and ancillary services.

Q: What will/won't you do?

A: We will help you put the best face on any situation. We will help you present your business to the public in the absolute best way possible. We will provide you with ideas you never dreamed of when marketing your business. We will also let you drive the bus. We provide the suggestions, but it is up to you to pull the trigger on their implementation.

We won't lie - to you or for you. It's our reputation, too. We won't sell you services and goods you don't really need just to pad our bill or throw some work to our friends and colleagues.

But, we will work harder for you than even your own employees. At boxfire marketing, your success is part of our success.