

## **Bridging Process: Establishing a Business Relationship**

We at JDR Marketing Services believe in establishing a long term business relationship with our clients that is based on trust and integrity. To insure the success of your company and our reputation, we like to follow a process we like to call the bridging process. This process helps us to get to know your company better, and it helps us to understand what your goals and dreams are for your company. Once we know where your business is, or where you want it to be, we can then help you; together we will see your business grow and prosper.

The bridging process consists of four phases,

- 1) **Information Gathering:** Pertinent information is crucial, the more information we have the better we can understand and help your company. By doing so we can also understand your goals and address important issues and problems.
- 2) **Research & Analyze:** Once we get all the important information, we then analyze all the data and do all the important research that relates to your company, so that we can understand your industry better and your market.
- 3) **Provide Marketing Strategies:** Based on all the research and your goals, we then provide a marketing strategy or plan that's tailored right for your company to help your company achieve its marketing goals.
- 4) **Monitor Progress:** Once the marketing strategy is put in place, it's very important that we monitor it, so that we can keep up with changes in the company and your market, therefore insuring success and continual maintenance.

We at JDR like to think of our selves as a bridge. A bridge is a very important tool to help you get from one place to another. By understanding your company, we can put together a strategy to help market your company in this complex market. We can be that tool you are lacking, the tool that can help you get to were you want to be, the other side.

**Let JDR be the bridge to your success.**