



SALES & MARKETING COMPANY
ADAPTABLE • COMPREHENSIVE • GENUINE

WWW.ACGSALESANDMARKETING.COM



CORE VALUES

Our company was founded on three principles below. Its in our name and we take great pride representing these principles in the daily work we perform to deliver world class sales and marketing representation and expertise.

ADAPTABLE

Flexibility to the growing and changing marketplace is our priority. We help our customers tailor their sales and marketing strategies to meet marketplace needs.

COMPREHENSIVE

We use a metrics-driven philosophy to drive growth for our customers. Using sales and marketing data and competitive pricing, we help customers effectively launch new products and manage ongoing business.

GENUINE

We take an honest and direct approach to our customers' businesses, providing them with the expertise to determine where the growth potential is and where it is not.



WHAT WE DO

ACG provides leading product sales representation and marketing expertise for our customers through an omni-channel approach. This is achieved through detailed sales planning, supply chain expertise, computer software knowledge, social media marketing, website & content development, and merchandising strategies to drive sales and fuel product growth.

We align sales and marketing strategies to meet your company's goals, whether it be to understand your market better, find growth opportunities, or build your brand.

- Product Representation
 - E-Commerce
 - Brick & Mortar
- Omni-Channel Business Development
- Marketing, Consulting & Creative
 - Social Media Management / Advertising
 - Google Ads Campaign Management
 - Web Design / Development
 - Creative Services



OUR TEAM



Carlo Lucatino, Founder / President, has 32 years of experience in retail, sales planning and forecasting, product marketing, merchandising, and key account representation. The attention to detail and customer focus is what led him to start his own sales and marketing company. He brings his passion for sales and marketing, combined with his business expertise to help companies grow and succeed.

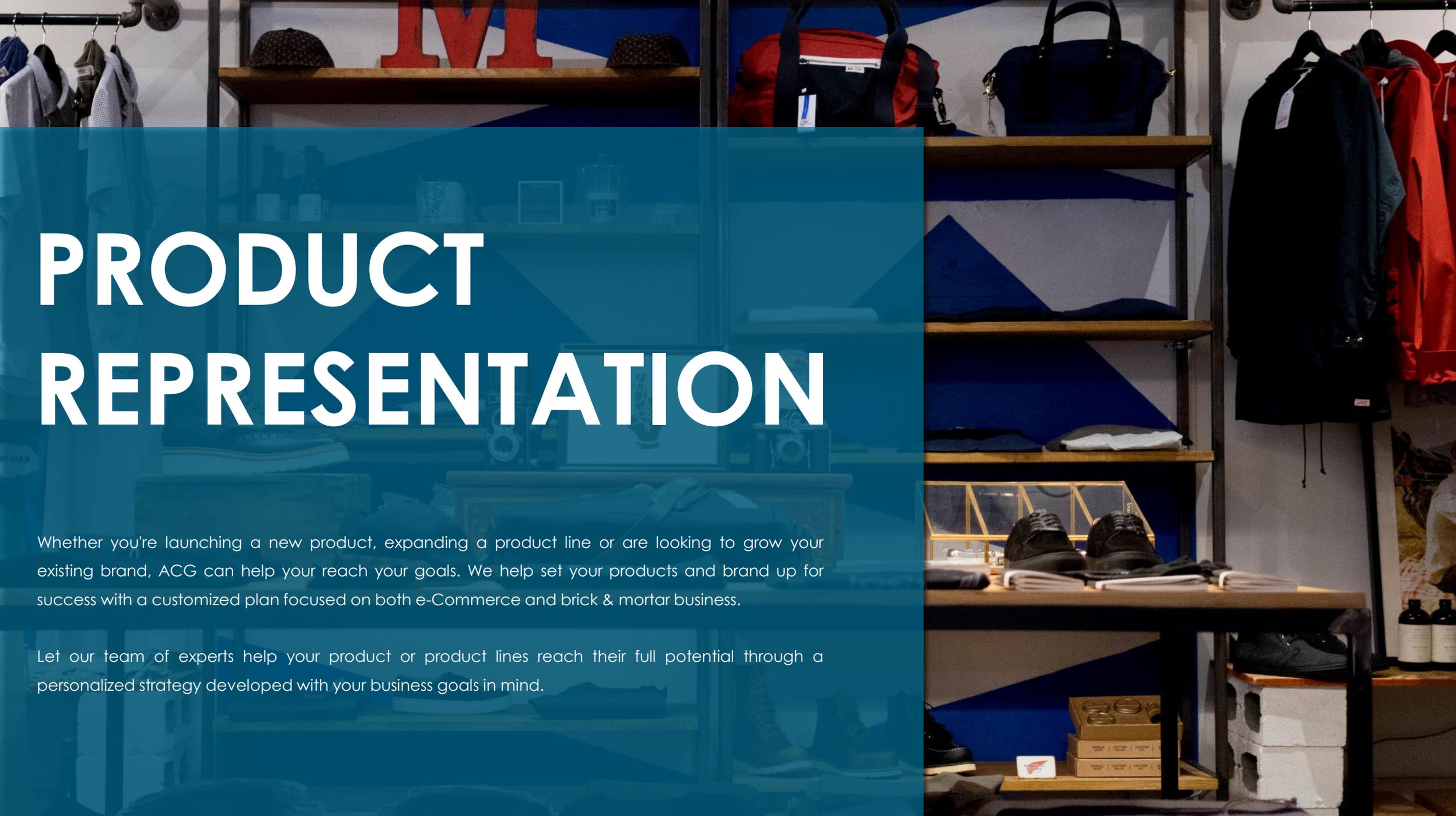


Ryan Moody, Director of Digital Growth, is our resident growth expert / web developer and sports a variety of skills and talents amassed from almost 20 years of experience operating and growing start-ups and small to medium-sized businesses. His process-oriented and analytical approach drives growth for businesses and communities alike.



Stacey Thompson, E-Commerce Sales & Marketing Director, has over 30 years of marketing experience focusing on developing and implementing marketing strategies. She is knowledgeable in copywriting, digital and print advertising campaigns, search engine optimization, public relations, and social media strategies.



A photograph of a retail store interior. The scene is dominated by a large, semi-transparent blue overlay on the left side, which contains white text. The background shows a clothing store with various items: a rack of jackets on the left, a shelf with hats and a red bag, a shelf with a blue bag, a rack of jackets on the right, and a display of shoes on a lower shelf. The store has a modern, industrial feel with metal shelving and a blue and white color scheme.

PRODUCT REPRESENTATION

Whether you're launching a new product, expanding a product line or are looking to grow your existing brand, ACG can help you reach your goals. We help set your products and brand up for success with a customized plan focused on both e-Commerce and brick & mortar business.

Let our team of experts help your product or product lines reach their full potential through a personalized strategy developed with your business goals in mind.

PRODUCT REPRESENTATION

Capabilities – Brick & Mortar and e-Commerce

- **Goal Oriented**

We'll help you develop and achieve your profitability, sell-thru, marketing and sales goals.
- **Experienced Analysis**

We'll analyze your product and market inside and out to develop strategy and evaluate success.
- **Innovative Strategy**

We develop innovative strategies to launch pioneer product lines and grow established brands.
- **Proven Partnerships**

We nurture retail partnerships to help grow business and create sustainable success for your brand.
- **Item Setup & Maintenance**

We'll manage item set up & maintenance, coordinating with your teams & retailers to take the stress out of this cumbersome process.
- **Sales Analysis, Forecasting & Planning**

Our experts use all available analytical tools to produce item level reports and work closely with retail teams to help vendors meet & exceed their goals.



BRICK & MORTAR BUSINESS DEVELOPMENT

Capabilities

Our innovative strategies, expert analysis, and tested processes will help you reach your profitability, sell-thru, marketing and sales goals. ACG has unparalleled expertise in developing Brick & Mortar business for our clients. Let us guide your development across channels to create a memorable brand experience and a profitable multi-channel strategy.

Valued Partners

Our relationships with valued channel partners help create a seamless experience for vendors.

Innovative Strategy

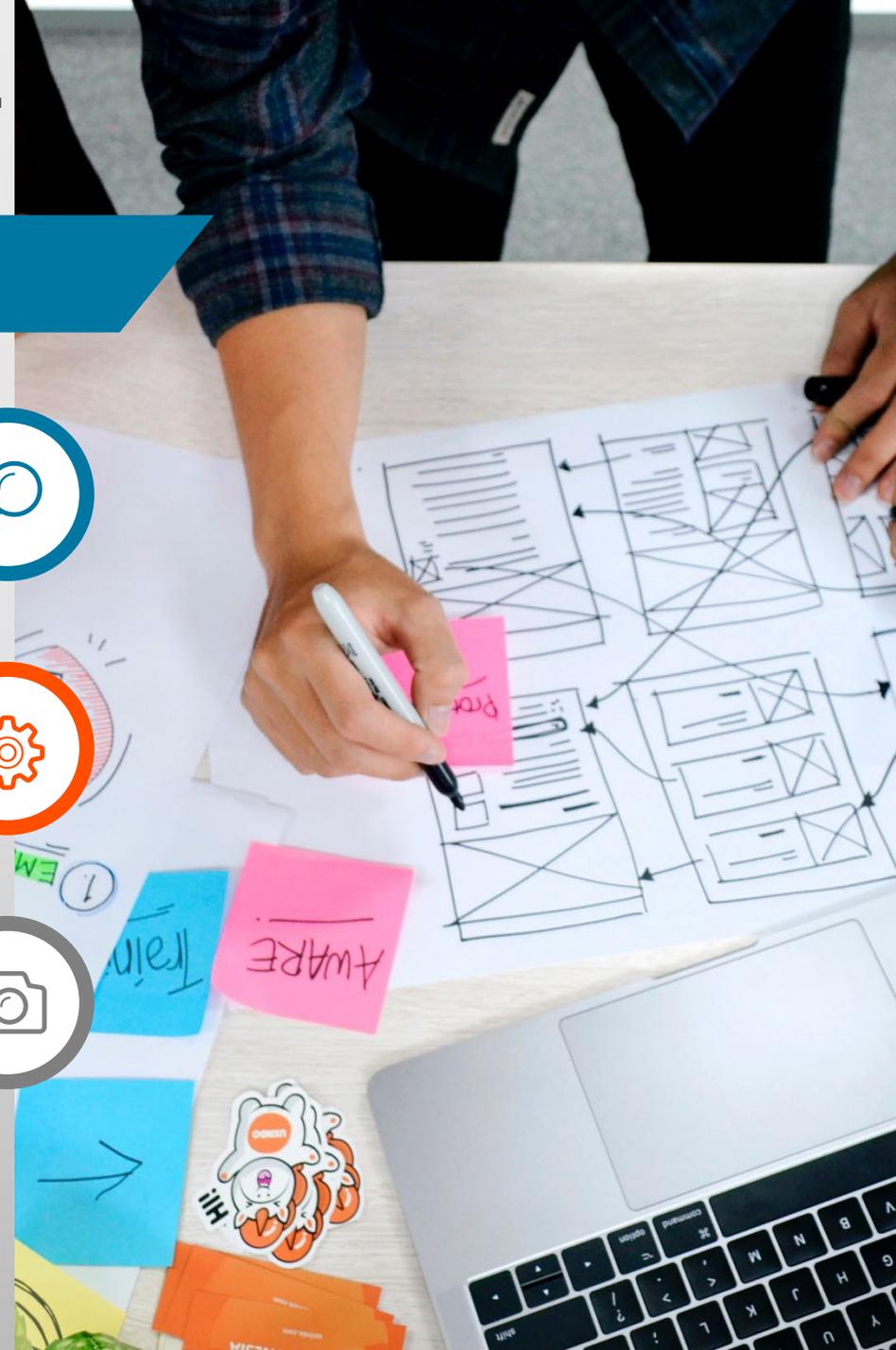
Our team develops unique strategy designed to create a profitable and sustainable omni-channel experience.

Expert Analysis

We use proven analytical tools to evaluate goals, create accurate forecasts and design comprehensive marketing plans.

Proven Success

Our partners have long track records of proven success and consistent growth utilizing omni-channel strategies developed with ACG's expertise.



E-COMMERCE

Capabilities

Site Design, Development & Maintenance

Website and storefront design, development and maintenance. We work with a variety of platforms, apps, marketplace and services to create a memorable brand experience.

Content Management

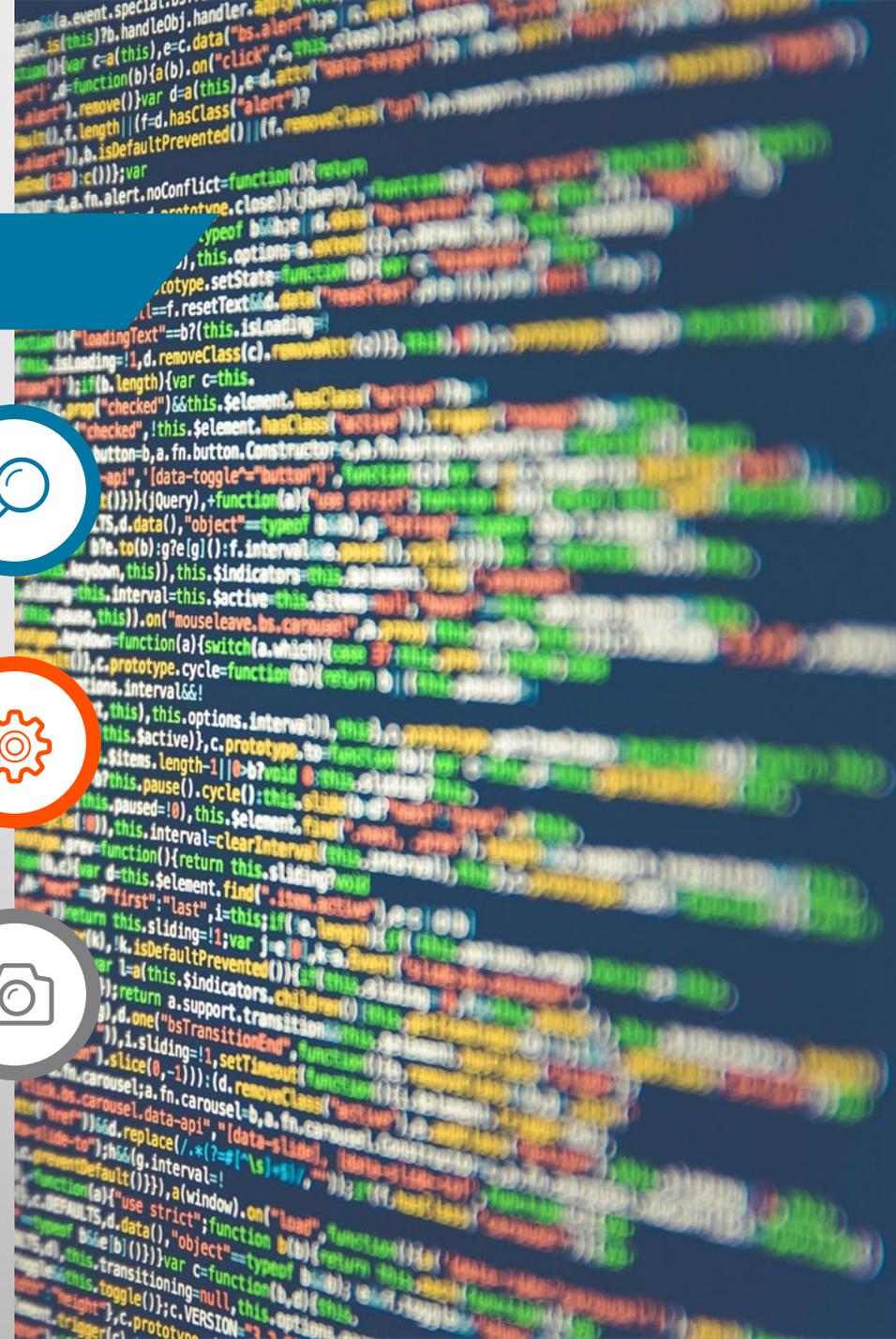
Content creation, updates and optimization help users find and connect with your products with ease that will result in higher conversion rates and more repeat customers for you.

Fulfillment Services

We work with your warehouses or select 3PL fulfillment centers to automate your fulfillment process. Whether you stock and ship all your products or need to find a fulfillment solution we can help you navigate this process.

3PM and Vendor Integrations

3rd Party Marketplace and vendor integrations help streamline your operations and manage your content and orders more efficiently.



Omni-Channel Business Development

Key Retail e-Commerce and Brick & Mortar Partners

amazon

Walmart

Kroger
FRESH FOR EVERYONE™

Fred Meyer

at home
The Home Décor Superstore

GameStop

Ahold
Delhaize

AAFES
Army & Air Force Exchange Service

RITE
AID

CVS
Health

Imperial
The Performance Leader

dd's
DISCOUNTS

DICK'S
SPORTING GOODS

Academy
SPORTS+OUTDOORS

BJ's
Live Generously.

STARCREST
PRODUCTS
OF CALIFORNIA, INC.

Staples

ROSS
STORES, INC.

unfi
united natural foods

meijer

five
BELOW

H-E-B

NEXCOM
Navy Exchange
Service Command

BIG 5
SPORTING GOODS



AMAZON

We are your dedicated Amazon partner, helping you manage all aspects of your Amazon business, from forecasting to inventory to advertising. We set-up and launch new products, create A+ pages, forecast item level sales, report and analyze sales, run successful Amazon advertising campaigns, manage Vine programs, and create brand stores.

AMAZON

Capabilities

● Set Up and Optimize New Products

Using SEO practices, ACG adds new products to Amazon with a focus on strong copy, titles and descriptions. We also recommend and add high-quality images, graphics and videos.

● Create A+ Page Content

For each product page, ACG creates A+ pages, which further describe product features and benefits to increase customer engagement and help boost sales.

● Forecast Item Level Sales

You need to know your products' sales potential. We predict future sales of each product based on performance history and recommend inventory amounts.

● Report and Analyze Sales

Through detailed weekly reporting, we keep you informed of weekly, monthly, and year-to-date sales. This is done at an item-level and macro-level.



AMAZON (cont'd)

Capabilities

● Manage Amazon Campaigns

- **Amazon PPC Advertising** - We implement and maintain Sponsored Products, Display and Brand advertisements. We can also create Amazon video advertisements for your products.
- **Amazon Promotions** – We work with you to promote their products through Amazon Deal Advertising like Black Friday, Cyber Monday and Prime Day.

● Manage the Amazon Vine Program

We can help obtain product reviews through the Vine Program, an invitation-only program, where a select group of Amazon customers post their opinions about products.

● Create Brand Stores

We design online Amazon storefronts to showcase your products and provide landing pages for advertising purposes.

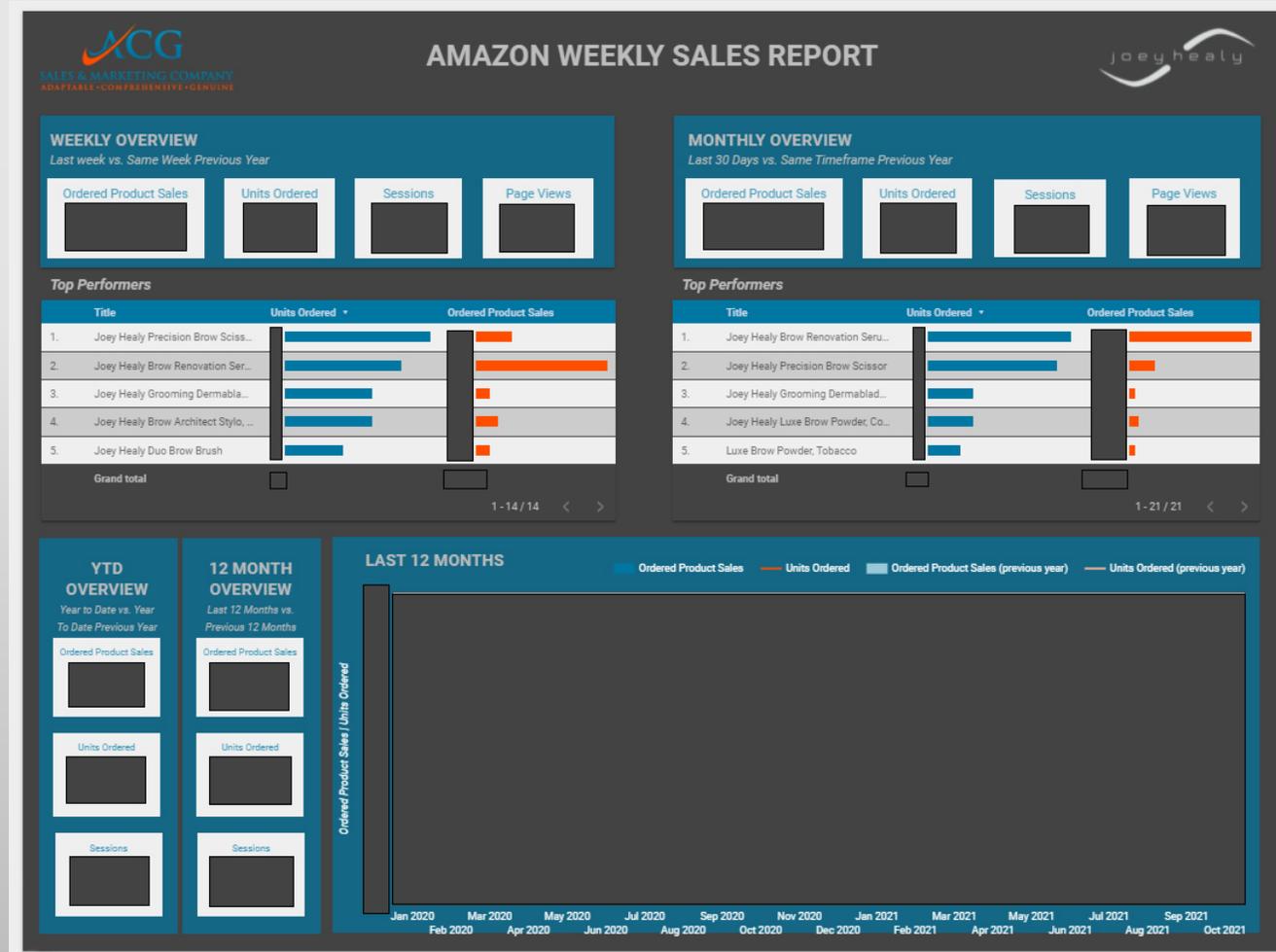


AMAZON (cont'd)

Amazon Weekly Sales Report (Sample)

New and improved Amazon weekly sales report:

- Weekly Sales
- Monthly Sales
- YTD Sales
- Top Product Performers
- Inventory Analysis



MARKETING & CREATIVE

Through research, discovery and consultation, we'll develop marketing strategies based upon your goals. Our primary focus is digital marketing and execution including social media, Google Ads, website development & maintenance and a variety of creative services.



SOCIAL MEDIA

Management / Advertising Campaigns

● Write and Post Content

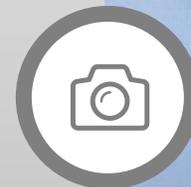
Creation of post content, along with you, to maintain your brand consistency. We work to develop post ideas such as giveaways, videos, memes, product spotlights, company news, and more.

● Manage Advertising Campaigns

We manage your social media advertising campaigns to enhance your brand's awareness, obtain likes and followers and increase engagement. Since we can target larger, specific audiences, click-thru and conversion rates will increase.

● Test, Review and Report on Campaigns

Ongoing testing and review of campaign performance to determine what advertisements are performing best. Reporting of campaign results to you on a monthly basis.



GOOGLE ADS

Management / Advertising Campaigns

ACG believes that a strategic Google Ads campaign helps to increase brand awareness, tackle your competition, drive traffic to your website, and compliments your organic SEO efforts. Ultimately, they help grow your business.

● Design and Launch of Campaigns

Creation of advertising copy, keyword research and budget planning are all part of campaign design. We create a variety of advertisements to test and continually evaluate keywords, leading to the best campaign performance possible.

● Evaluate Campaign Performance

Review of key performance indicators such as impressions, click-through-rate, spend, cost per action, and conversions, for example. We work with this data to continually improve campaign performance.

● Report Campaign Performance

Google Ads are measurable and scalable, so we provide campaign performance reports for our customers and restructure campaigns where necessary.



WEBSITE SERVICES

Design, Development and Maintenance

Complete Website Design & Development

A combined team effort with optimization of SEO content along with images and video. We build websites built with intent that allow for growth and reduce the need to rebuild as your company grows.

Maintenance & Support

Template, layout and security updates are included in a routine site maintenance. In addition, performance and functionality testing will be performed to proactively identify and address potential website issues.

Content Updates

In conjunction with the client, we will create and update content, including copy, imagery and video. These regular content updates increase relevance and search performance across all touchpoints.

Site & Search Optimization

Create sustainable organic growth with on-going optimization techniques targeted to improve site performance, search ranking and organic traffic.



CREATIVE SERVICES

Graphic Design, Copywriting & Video Production

● Design Online and Printed Materials

Customized graphic design, including logo creation, printed materials, and digital and print advertisements focusing on brand voice and consistency.

● Copywrite Advertisements & Other Marketing Forms

We provide content creation including advertisements, blog posts, website, social media posts, newsletters, and more.

● Video Production / Product Photography

Videos, whether for your website or social media, have become more important than ever because of their high rates of engagement. We can help your company produce high-quality short or long videos to drive traffic to your website, increase social media engagement, or showcase your brand. Our experienced team is also well-equipped to handle your product and lifestyle photography needs.



BLOG POSTS

Writing and Posting Blog Content

● — Develop the Topic & Keyword Phrases

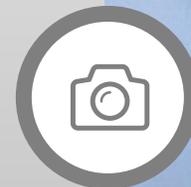
Creation of a blog post includes the development of the topic, including keywords for search engine optimization. Topics and themes are developed collaboratively with the client. Where available, accompanying imagery provided by the client will be utilized. Stock imagery will be used when no appropriate client imagery is available.

● — Create Post Content

Our writer will create engaging, SEO-friendly posts, based on research and targeting the client's audience. Frequent, engaging blog post content will produce results in performance across all your customer touchpoints.

● — Post Blog Content

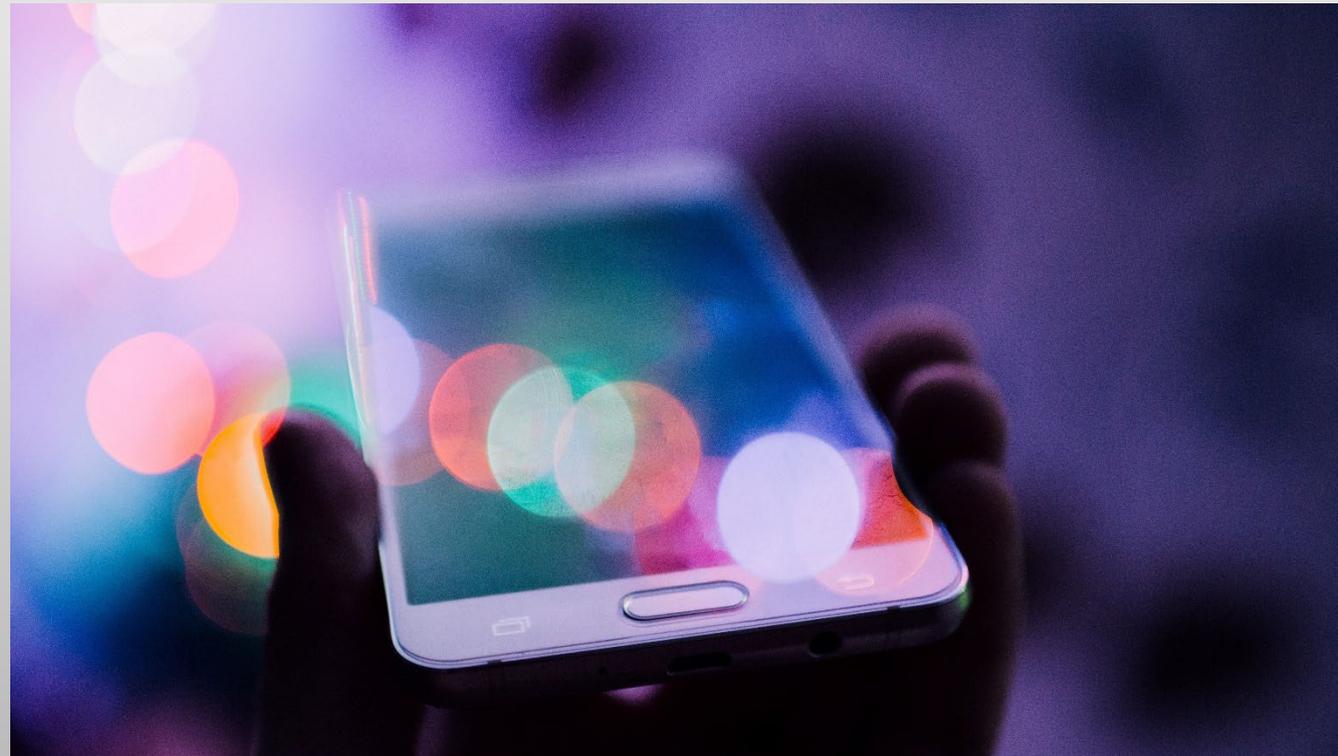
If the client chooses, our team can post the blog content, on the client's website, along with accompanying photos. We will also create blog posts utilizing a customized template to help create a consistent brand image.

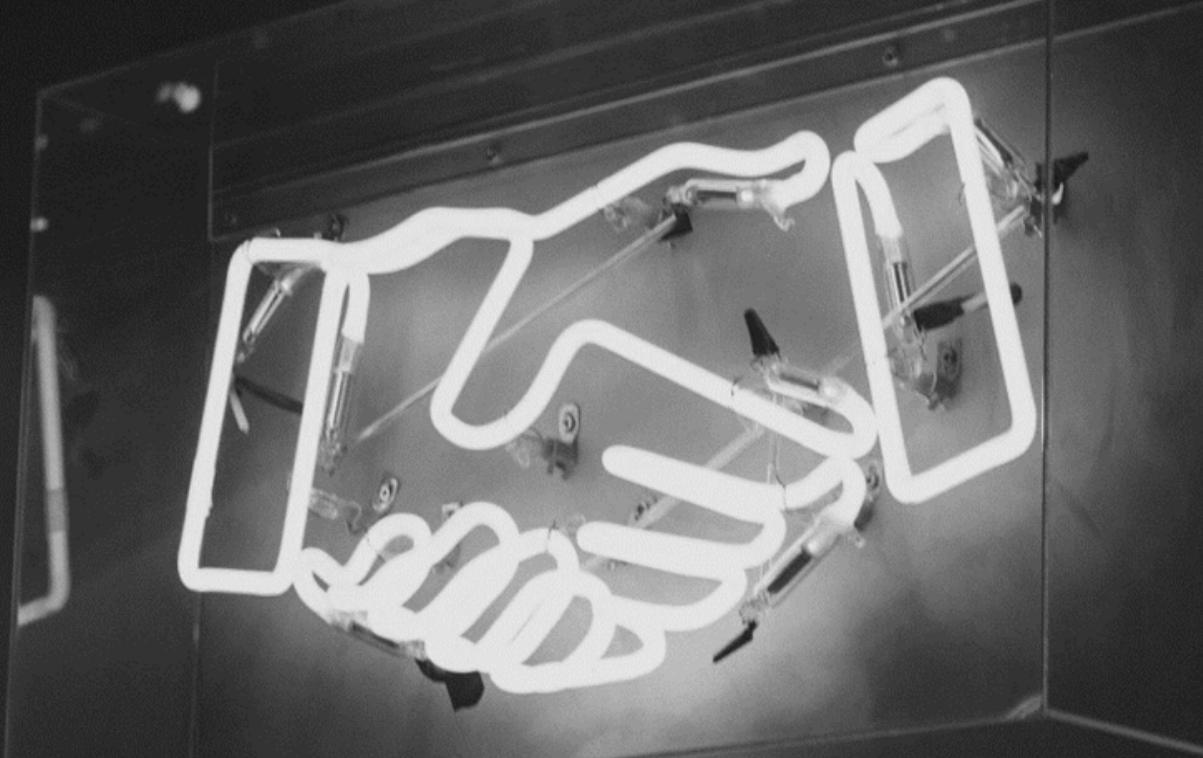


IN REVIEW

We understand your need for experienced, knowledgeable people to drive your business forward. Our team has expertise in a range of areas, including e-commerce and brick-and-mortar sales, advertising, website design, social media, and more. We align sales and marketing strategies to meet your company's goals, whether it be to understand your market better, find growth opportunities or build a brand.

- **Strategy & Consultation**
- **Product Representation**
- **Omni-Channel Business Development**
- **Marketing & Advertising**
- **Web Design & Development**
- **Social Media Management**
- **Creative Design**





THANK YOU

We know your time is a valuable resource. We thank you for offering that to us today and look forward to a successful partnership with your business.

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