

### What is it?

Diversified Marketing Portfolio® (DMP®) is the trademarked concept of “investing” your marketing budget across a range of initiatives to maximize your marketing budget. The DMP® is custom-tailored to the needs and goals of each client.

To avoid spending marketing dollars in random initiatives, we take a completely different approach, one that has proven to be extremely successful for our clients. The development of a Diversified Marketing Portfolio® maps a well-conceived, ready-to-implement strategic marketing budget and outline.

### How is it done?

After consultations with the client, CIM Marketing Partners creates a Diversified Marketing Portfolio®. Using a provided marketing budget, all strategic marketing options are considered for the marketing budget's one-year timetable. Next, the most appropriate marketing mix is allocated in precise percentages across the timetable to maximize the return on your marketing investment.

Each strategy is aligned with the established goals, such as growth or market share maintenance. The resulting detailed, specific strategic marketing recommendations are mapped on an implementation timeline. The Diversified Marketing Portfolio® is your blueprint to success. The overriding goal is to direct all advertising, public relations and promotional spending into an array of focused “points of attack.”

### Proven Results:

Similar in nature to a diversified stock portfolio, client firms benefit from not allocating all of their valuable resources to one or only a few marketing tactics. By employing a range of strategies, we not only seek better results, but we will be able to identify which modes of advertising and promotion produce the best results for each client as marketing and public relations operations progress. CIM Marketing Partners transitions your marketing budget from an expense item to an investment item!

Each client firm has different needs and different goals. This DMP® pie chart provides a visual sample of the options for budget allocation.

