

When It Comes to Marketing... Sometimes It's Better to Rent Than to Own

What Are Your Marketing Needs?

- marketing expertise periodically
- on a temporary or seasonal basis
- an expert second opinion
- an acting marketing director for specific projects

Rent Us We are *First Impressions Advertising*, the right choice when it's got to be done right the first time. When there's no time for interviewing and training. When the budget doesn't allow you to bring on the level of expertise you want full-time.

How long have you been deciding on an advertising budget for a new product or service, or who to hire as your social media expert, or which media to add to your advertising budget? We know that these decisions take time. But if you need answers right now, here's a solution that fits.

Bring In An Expert

Nancy Sipera has over 20 years of marketing experience:

- Solving problems
- Reviewing businesses' marketing plans and quickly tweaking them to get you more bang for your buck
- Providing short-term, single project creation and implementation, or an overall plan that your employees can implement, or for longer-term, multiple marketing issues that require ongoing feedback.

Pricing Services are offered either on an hourly basis or flat rate for a bundle of services. If we don't have an hourly, bulk or retainer option that meets your needs and budget, we will create one for you. That's what we do: solve problems that get results - so we can get out of your office - and off your budget until you need us again.

Learn More Need more information before calling us? Go to www.firstimpressadv.com and review our client list and testimonials from your neighbors and business leaders in your community.

First Impressions provide strategies, answers and results in the following areas:

- Advertising Plan or Budget
- Marketing Strategy
- Identification of Marketing Goals
- Identification of Target Audience's Demographics
- Tracking
- Project Management: oversee each phase of a marketing project
- Critique of Marketing Collateral: design, content, call to action, tracking
- Art Direction: concept creation, implementation of project
- Bids for Suppliers - print, media, design, mailhouse, online, promos
- Creative Direction of Photography Sessions
- Coordination of Direct Mail Campaigns
- Social Media Direction

first impressions
advertising inc

advertising marketing design printing

856-667-4882 · www.firstimpressadv.com

What People Are Saying About Nancy Sipera...

"It is has been my great pleasure to work with Nancy Sipera and her wonderful team at First Impressions Advertising, Inc. First Impressions' creative expertise helped me launch a new Monitor Messaging Board that sits in the center of campus in our Bookstore. Their talent, skill and professionalism are the very reasons why this project has been a huge success. I consider First Impressions a valuable member of my creative team and look forward to working with them on future projects."

University of Pennsylvania

"I can honestly say that this entire program has been a success! I wouldn't have been hired by one of Philly's professional sports teams without it."

DDA Promotional Products

"RE/MAX of New Jersey has worked with Nancy and First Impressions for the last 7 years. Whether it's a print or mail job, or both, everything is of excellent quality. Nancy is incredibly easy to work with and has gone above and beyond on several occasions when I have found myself needing some last minute work or if I am in a bind – even on a Saturday! First Impressions is definitely a great partner for RE/MAX!"

RE/MAX of New Jersey

"Working with Nancy and her team has been a wonderful experience for us. She has an innate ability to pick up on our initial ideas, and articulate them into cohesive, artistic expressions. We have never been disappointed in the final product. In addition, the way she advises us on printing options have allowed us to always maintain in-line with our advertising budgets."

Orndorf & Assocs, Inc.



About Nancy Sipera Lines, shapes and colors. Alone, they mean nothing. But blended together by an exacting hand, and they can work magic. They can also sell a lot of product or open doors to a whole new clientele. Nancy Sipera has worked such magic for her own clients. It's why she's the six-time winner of The Communicator Award for logo and brochure designs.

As President of *First Impressions*, Nancy's primary responsibilities include client development and account management, as well as design, marketing strategy, media buying, and advertising planning. She has worked with The University of Pennsylvania, Rutgers University, Atlas Van Lines' franchisees, Homestead Insurance Company, New Jersey Transit and RE/MAX of NJ. She has worked with national hotel flagships, restaurants and also NCI-supported cancer studies for breast and prostate cancer, as well as diabetes and ophthalmic care. Her experience spans a multitude of industries, including banking, building, corporate training, education, HVAC, insurance, IT, legal, manufacturing, retail, real estate and senior services – both for the general consumer and B2B.

Nancy is the host of radio show, *Marketing Chat with Nancy Sipera* on *Talk Exchange Radio*, and was a co-founder of *Girlfriendz Magazine*, *The Thinking Woman's Magazine*, the only regional magazine for baby boomer women. She also was the co-founder of *Women of Wit & Wisdom*, a networking group for professional women in Philadelphia.