



WHO IS FABCOM?

END-TO-END SOLUTIONS FOR STRATEGIC, ACCOUNTABLE MARKETING & ADVERTISING

FabCom is an elite team of strategists and creative implementation experts powering best-of-class marketing technology to help clients grow their businesses and increase revenues. Delivering innovations derived from the convergence of business, marketing, and creative strategies with leading technology.

We specialize in a hybrid of strategic methodology, accountable marketing and advertising, and end-to-end solutions from idea to implementation. Utilizing real-time measurements and accountability as a crucial component to all our integrated marketing and advertising strategies.

This has enabled us to be the first in our industry to guarantee results.

Areas of Expertise

- Advertising
- Branding and Positioning
- Call Center Integration
- Content Development
- Corporate Identity
- Cross-Channel Integration
- Dynamic Marketing
- Event/Environment Marketing
- Incentive Marketing
- Marketing Business Intelligence
- Marketing Communications
- Marketing Research
- Media Planning and Buying
- Online Marketing
- Public Relations
- Real-Time Dashboard Reporting
- Relationship and Database Marketing
- Sales Force Automation
- Sales Planning and Promotion
- SEO/SEM
- Social Media
- Strategic Marketing Planning
- Transaction and Trigger Marketing
- Video Production
- Website Development



Revolutionary Business

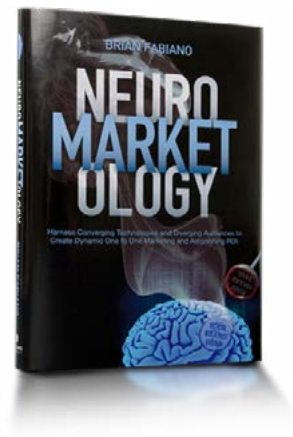
Scottsdale Interactive™ is the division of FabCom powering world-class marketing technology to grow businesses and increase revenue. We bring the small and mid-sized marketer the leading technologies which, in the past, only Fortune 100 companies could afford to implement. We teach you how to dominate your market with what you already have.

A Trade Organization for Marketers on the Leading Edge

The 1to1.org is a users' group of content owners and content-generating organizations. The objective: advanced one-to-one, integrated, cross-platform, multichannel marketing. This includes database marketing, dialogue marketing, personalized variable messaging; event, trigger and transactional marketing, push and pull marketing, and all technologies that promote or utilize advancing personalized communications, integrated across multiple marketing media/platforms to elicit higher ROI from advertising campaigns. Online community launch — December 2009

Neuromarketology™

Harnessing the power of brand and positioning is half the battle. This new book by FabCom founder, Brian Fabiano, takes off from the plan and shows you how to map your brand attributes directly to the new divergent markets. Doing this right the first time is critical to your business, its future growth and your success. With more than 20 years of marketing and advertising experience as president of one of the top agencies in the Southwest, Brian's background and groundbreaking development of this new science have helped clients all over the country begin to change the way they think about branding and the human brain. Book released — September 2010



One To One Data Mining and Segmentation

The future of marketing is personally relevant content combined with real time one-to-one messaging. In other words, mass customization. Opening up a true one-to-one dialog with customers and prospects

History

FabCom is led and staffed by a **team of professionals** who possess integrity, dedication and expertise. These team members are not only experienced in all aspects of marketing, public relations and advertising, they are dedicated and enthusiastic about their work. As a mid-sized, strategically-based agency, FabCom focuses on teamwork with both our clients and our internal associates.

Today, FabCom is a full-service branding and positioning agency. The agency is a nationally-recognized business innovator and leader in dynamic marketing whose expertise and insight in marketing, corporate identity, positioning, branding, sales optimization and strategic planning are sought after by for-profit and not-for-profit corporations worldwide.

FabCom has extensive knowledge in numerous areas, including the intricacies of mergers, acquisitions and product introductions, as well as finance and strategic planning. On the operations side, FabCom has developed and implemented enterprise-wide sales force optimization programs, database marketing platforms and real-time fulfillment systems for information and hard goods.



Their ability to address different customers at each different stages without a one-size-fits-all approach is super important and makes your marketing dollars go so much further.

President, Technology University



Client Experience

American Heart Association	Ed Moses Dodge	Motorola
America West Airlines	Fairmont Hotels	Net Solutions
Arizona Cardiology Group	FedEx	Novartis
Arizona State Savings and Credit Union	Guinness	PayTech, Inc.
Bank One	Harley Davidson	Primarion
Barnet-Dulaney Eye Center	HBO	Proctor and Gamble
Bombardier Aerospace	Hypercom	Qwest
Boswell Memorial Hospital	Hyatt Regency	Schuck's Auto Parts
Charles Schwab	IBM	Sun Chlorella USA
Checker Auto Parts	IntelliQuick Delivery	Sun Health
Cisco	Inter-Tel	Tempe St. Luke's Hospital
Citibank	Kellogg's	Tucson Medical Center
CSK Auto, Inc.	Marie Callender's	United Blood Services
Dee Howard Air Craft	Mattel, Inc.	United Concordia
Disney	Mazda	University of Advancing Technology
	Mercy Care Plan	Up. Networks
	MGM Grand	Volkswagen
	Morey McQueeney Eye Centers	

FabCom is a full-service strategic marketing, PR, and advertising firm

Principal: Brian Fabiano
Employees: 38
Local Area Billings: \$42.1 Million*

Location:
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*Amortized for media billings as calculated in the Phoenix Business Journal Book of Lists.

