



WHY FABCOM?

WHY SHOULD YOU CHOOSE FABCOM?

FabCom is a fully integrated, strategic marketing, public relations and advertising firm with clients across the United States. Our marketing process is driven by strategy. The result is effective, high-impact marketing and advertising that costs less to implement because it has the focus and structure to penetrate the target market and motivate specific actions.

Our strategic, emotional approach to marketing, advertising, public relations, sales growth, and social media has enabled us to conceive and implement decades of highly successful national and regional campaigns. We know how to influence multi-dimensional audiences, and to take specific actions that will achieve quantifiable marketing goals. This ability and our high tech, high touch strategic approach provide the confidence which leads us to become the first major agency in the country to guarantee the results of marketing plans and campaigns that we develop. This lowers your risk and ensures your success.

Our role in the marketing process is to help drive your company from where it is today to where you would like it to be. That is, we take your corporate strategic plan, goals and objectives, and create a strategic marketing plan which will full that vision. We will help you prioritize and leverage your most pro table opportunities. Determining the specific marketing goals and objectives and helping to ll any gaps in your strategic plan will be our first step. We then take the best of business strategy, creative strategy, and new technology to help empower your teams to achieve success.



Our integrated marketing and advertising services include:

- 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

We are confident, based on our organization's hybrid strategy process combined with our unique methodology, that we can help meet—and exceed—even the most ambitious goals of your management team. We will exploit the competition's weaknesses and position your strengths utilizing strategies and tactics which will establish your competitive advantage.

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.

