

“Our high performing website looks great, and more importantly, has brought in new business. We liked it so much that we had Marketing Options design one for our sister division too!”

**Jack Ziemba**  
President — Aristo Cast Corp.

“Since 2000, Marketing Options has managed all of our websites, online forums and calculators, videos, advertising, and e-marketing. Our online Steel Store is a great example of a successful program they developed.”

**Tom Schade**  
Executive Vice President  
International Mold Steel, Inc.

“Our business has grown 30% because of their efforts. We know what we get back from our marketing dollars - it's huge!”

**Jack Palmer**  
President — Palmer Manufacturing & Supply, Inc.

“Our rebranding, multilingual website and brochures represent us well in our international markets. We also appreciated your help in securing the Ohio IMAGE Grant to assist with our exporting initiatives.”

**C. Bronson Jones**  
President — Banner Metals Group, Inc.



Women-Owned Small Business

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[moptions.com](http://moptions.com)



## MISSION & VALUES

Our mission is to meet the needs of your company by providing marketing services that deliver extraordinary results, as you need them.

It's not about "can we," it's about "how we" research, plan, develop, and execute—to deliver the quantifiable results you need to grow your business.

**We're part of your team! It's that simple.**



YOUR INTERNATIONAL  
**MARKETING**  
RESOURCE GROUP

[moptions.com](http://moptions.com)



# YOUR BEST OPTION FOR BUSINESS SUCCESS

Marketing Options is a full service B2B marketing consulting firm with over 30 years of experience specializing in providing the resources to manage all of the key marketing functions to grow your business.

We will help by crafting a custom strategic marketing plan to maximize your marketing dollars and drive measurable business impact.

Developing highly responsive solutions that are specifically matched to your customer base is our specialty. We will use our next-level expertise to best position your company to achieve your business goals.

Our clients' appreciate our deep industry experience, quality market research, and measureable marketing plans, all with a focus on results. Marketing Options is your one-stop, off-site marketing department.



**BARB CASTILANO** — Owner, Marketing Options

Barb is a 1979 graduate of the University of Wisconsin.

Using her sales and marketing expertise with Procter & Gamble, DAP, and Clopay Corporation, she founded Marketing Options in 1987 with a philosophy that all manufacturing companies, regardless of size, should have access to complete professional, measurable and integrated marketing support.



## INDUSTRIES SERVED

- 3D Printing
- Additives/Materials
- Alloys
- Automation
- Contract Packaging
- Custom Machinery
- Die Casting
- Fabrication
- Foundry
- Investment Casting
- Material Handling
- Medical Device
- Metalcasting
- Metal Forming
- Packaging
- Plastics
- Robotics
- Systems Integration
- Tool Steel
- Welding

# EXPERTS IN MARKETING SUPPORT SERVICES

### Advertising

Grab your current and future customers' attention with online and print ads that deliver real value.

### Design & Print Production

Build and enhance your company's unique identity with logo and image asset creation, brochures, business collateral, spec sheets, and direct mail.

### Globalization

Drive your international presence in Europe, South America, and Asia through research, translation services, e-marketing, advertising, public relations, and tradeshow support.

### Marketing Plans & Consulting

Partner with Marketing Options to develop and manage your strategic marketing plan. Coordinating the details and delivering quantifiable results is what it's all about.

### Public Relations

Take advantage of influential media opportunities by leveraging Marketing Options' extensive editorial contacts database and media tools.

### Research

Learn more about your customers and identify new product and market opportunities and obstacles with research services to move your business forward.

### Tradeshow & Event Planning

Stand out at your next tradeshow with high profile signage, booth design, space rental, pre- and post-show public relations, direct marketing, and e-marketing.

### Technical Writing

Showcase your smarts and expertise with technical manuals, data sheets, safety manuals, operating procedures, white papers, and reference materials produced by the design engineers at Marketing Options.

### Video, 3D Animation, Virtual Reality & Photography

Deliver meaningful, rich content to your clients with high-quality visuals including: photography, video, technical 3D animation, motion graphics, multimedia presentations, and virtual reality.

### Web Services

Grow and maintain your business online. Marketing Options provides everything from basic to secure e-commerce sites, online forums and calculators, social media, and search engine optimization.

