



**MARKETM**

Integrated marketing solutions for  
small and mid-sized companies and nonprofits.

Market M, LLC  
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# Big Business Marketing

# Small Business Price

## About Market M

Market M is a spin-off of Hill & Knowlton Small Business, the small business service unit of international communications consultancy Hill & Knowlton. We serve as an integrated marketing firm providing comprehensive solutions for small and mid-sized businesses as well as non-profits.

Through our innovative business model, Market M is able to provide significant pricing advantages to smaller organizations without sacrificing quality or strategy. Whether we are helping clients develop a comprehensive brand and organizational message, managing a media outreach campaign, or developing ads and web sites; we are dedicated to helping our clients achieve their business goals. Through our partnership with Hill & Knowlton, we are also able to deliver global expertise and resources to maximize marketing investment returns.

## About Hill & Knowlton

Hill & Knowlton is one of the world's leading full-service communications consultancies, working with local and multinational clients. We specialize in award-winning communications campaigns that make a difference in our clients' businesses. Our business is helping people think and do things differently. We believe in the power of communications and employ our global and national resources and specialist knowledge to produce real results.

H&K is headquartered in New York, with teams of skilled communications consultants in more than 70 offices throughout 37 countries, as well as in our extensive associate network. We provide services in corporate communications, health and pharmaceuticals, marketing, public affairs, and technology, with specialties in each of these areas.

H&K is part of WPP Group plc (NASDAQ: WPPGY), one of the largest communications services groups in the world.



What will it take to make  
your small business  
*grow?*



## Market M Services

- Brand
- Collateral
- Advertising
- Web sites
- Interactive
- Public Relations
- Sales
- Development
- Events
- Promotions
- Research



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## Client Focus

Market M has developed custom integrated solutions for clients in the following three categories:

- **Start-Ups and Small Businesses/Nonprofits:**

If you are just starting your organization or have been growing steadily and need comprehensive marketing solutions without the hassle of long term contracts and expensive retainers, Market M allows clients in this category to order any service we offer as a one off a-la-carte project. Combined with the ease provided through our upcoming online ordering and account management system, which allows you to purchase and manage the entire development process from your computer, you won't find a more simple or inexpensive way to take care of all things marketing.

- **Established Small & Mid-sized Businesses/Nonprofits:**

For those organizations that are growing rapidly or need more advanced strategic campaign planning and management, Market M has the skills and experience to help you tackle the most difficult marketing and communications problems, but at rates that you can afford. Our innovative business model allows us to manage multi-month or multi-year campaigns for as much as one third the cost of hiring a large agency. And through our strategic partnership with global communications consulting firm Hill & Knowlton, you can get senior industry specific counsel as you need it while maintaining a project team that can execute and deliver exceptional work at even better prices. This makes Market M the ideal solution for small publicly traded companies needing big agency expertise and resources without the big agency price tag.

- **Big Businesses/Nonprofits:**

Small businesses are a major customer of many big businesses, but effectively marketing to small businesses can be a very unwieldy and difficult challenge. As the small business marketing experts, Market M leverages its expertise and connections in this area to help big businesses create and manage better systems and campaigns designed to improved communications with small business clients while driving increased revenues. We can also develop custom online marketing delivery systems that integrate into big business or nonprofit web sites, allowing them to centralize partner marketing functions or local affiliate chapter/office marketing operations.

## Industry Experience

Market M and Hill & Knowlton have handled communications programs and initiatives on behalf of clients across a wide spectrum of industry sectors, including:

- Aerospace
- Agriculture & Forestry
- Automotive
- Associations & Societies
- Banking, Finance & Insurance
- Charity/Not-for-profit
- Chemicals & Plastics
- Consumer Goods & Services
- Economic Trade Development
- Education
- Energy, Power & Utilities
- Fashion & Luxury Products
- Food & Beverage
- Government & Public Sector
- Healthcare & Pharmaceuticals
- Manufacturing
- Media & Entertainment
- Publishing
- Professional Services
- Consulting
- Retail
- Sports
- Technology
- Transport & Shipping

## Client Experience

Market M and Hill & Knowlton have created and managed award winning communications campaigns for some of the largest companies in the world. Now we are applying the experience and skills cultivated through this work to help small and mid-sized organizations drive and maintain growth.





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## WPP Sister Companies

Market M also has the ability to partner with Hill & Knowlton's parent company, WPP, which is one of the world's largest communications services groups. Through this partnership our clients gain access to a vast array of leading companies in:

- Advertising
- Media investment management
- Information, insight & consultancy
- Public relations & public affairs
- Branding & identity
- Healthcare communications
- Direct, promotion & relationship marketing
- Specialist communications

Every WPP company is a distinctive brand in its own right, all with its own identity and area of expertise. That is our strength. What we have in common is our ability to harness intelligence, talent and experience to bring competitive advantages to our clients.

Through our sister companies and associates, WPP offers a comprehensive and integrated range of communications services to businesses both large and small. This allows us to more effectively leverage our big business knowledge for growing companies.

With WPP, we also have the ability to mobilize any number of our 84,000 people working in over 2,000 offices in 106 countries for any client need.

## Management

**Courtney Hill**  
Chief Executive Officer

### Current Position

Courtney Hill is the Chief Executive Officer of Market M. In this role Courtney supervises all client strategy and new business development, provides senior client counsel and handles business operations for Market M. In 2005, Courtney was featured in leading industry trade publication *PR Week* as one of the nation's "Top 10 Under 30." In 2006, Courtney was selected as *PR Week's* "Young PR Professional of the Year," one of the highest individual honors in the industry. He was also selected as "Young Professional of the Year" by the Chicago Chapter of the Public Relations Society of America.

### Prior History

Over the course of his career, Courtney has provided strategic communications counsel to hundreds of businesses and nonprofit organizations operating in a wide variety of industries. His activity and interests in the small business community eventually led him to develop and manage Hill & Knowlton Small Business (H&K SMB), the small and mid-sized business service unit of Hill & Knowlton, one of the largest communications consulting/public relations firms in the world. After two years of rapid growth, H&K SMB was spun off to create what today is Market M.

Before launching H&K SMB and Market M, Courtney was the day-to-day lead on one of the Chicago office's largest accounts, the Illinois Lottery. In this position, Courtney served as the director of communications for the \$1.8 billion state agency and oversaw the activities of three PR firms. His primary responsibility was to set and manage all communications strategy for the Lottery, handle all media inquiries and serve as the public spokesperson for the agency, coordinate all communications efforts between the Governor's office and the Lottery's other PR firms, and to provide media counsel to the Lottery Superintendent and Marketing Director. Courtney has also worked for a wide variety of Fortune 500 clients such as Ernst & Young, Motorola, Hewlett Packard and Ford.

Prior to joining H&K, Courtney served as the lead program coordinator in the Office for Minority Affairs at the University of North Carolina at Chapel Hill where he managed communications and coordinated all minority recruitment and high school education programs for the University.

### Other Information

Courtney attended the University of North Carolina at Chapel Hill where he majored in Journalism and Mass Communication, concentrating on Public Relations. He is also a member of the Chicago and National Association of Black Journalists, the Black Public Relations Society and the Public Relations Society of America.

