

# PINK MARKETING SERVICES

*Opening the window to new Gay Niche Marketing opportunities. Promoting your products & services to the lucrative gay consumer/traveler market—the hottest growing consumer marketing segment of the 21st Century!*

## WHAT KIND OF A MARKET IS IT?

Every smart marketer today is including the Gay Niche Market within their main marketing plan. So don't be left behind! We would like to be your Gay Consumer marketing arm, from initial product ideas to total market penetration.



## OUR SERVICES

- Product Research
- Marketing Business Planning and Implementation
- Gay consumer-related target advertising.(full service)
- Gay consumer promotional events and trade shows
- Gay consumer e-Commerce & Social Media plans and campaigns
- Sensitivity Training – How to welcome Gay travelers
- Development of Gay-related promotional material and websites (full service)
- Work with your current ad agencies/promotional companies, targeting the Gay Market
- Social Media promotions and digital advertising
- Full Media buying services
- Product testing and campaign launches



**We offer research, marketing, multi-media, publications, TV, and special events, designed to reach the Gay market—all under one roof!**

We hope you will not pass on this fast-growing recession-proof consumer market.

**Tyrrel Ignatius**

[president@pinkdigest.com](mailto:president@pinkdigest.com)

Tel. 416 488 0651

[www.pinkdigest.com](http://www.pinkdigest.com)



SAYS IT ALL. HAS IT ALL. FITS ALL

