

Marketing

What is Marketing?

Marketing is a fluid discipline that works hand-in-hand with the sales process to accomplish company-wide sales and client-retention goals. It includes a variety of activities that help an organization successfully sell products or services and maintain client relationships. Promotion, advertising, public relations and website strategy are some of the elements that contribute to the success of overall marketing goals.

A marketing-focused organization:

- 1) Determines the needs of its potential customers
- 2) Builds a product or service to accommodate these needs
- 3) Promotes the product or service using a variety of outlets
- 4) Completes the sale
- 5) Continues to foster the organization/client relationship



Momentum's Methodology

Having a strategy is critical when it comes to 'hitting the mark' with marketing goals. Momentum's consultants work with a client to acquire a full understanding of the organization, its mission, and its long-term goals. Utilizing this information, our consultants work with you to develop a strategic action plan that aligns the organization's objectives with marketing initiatives.

Momentum's marketing expertise includes:

Conducting Research

A solid strategic marketing plan starts with a well-established foundation. Our consultants examine your organization's product and service offerings, competition, promotions, and pricing to attain a keen understanding of your current environment. After gaining a thorough grasp of your overall market position, our consultants develop a specific targeted marketing plan that provides a high level approach to marketing your organization.

Creating Awareness

Momentum's consultants harness promotions, advertising, public relations, and website strategy expertise to promote your brand and generate awareness both internally and within your industry. Let us help you develop and drive a plan that will differentiate you from the competitor and get you and your services noticed!

Fostering Existing Clients and Building New Business

With a clear idea of end-user needs, Momentum works with you to grow your brand and the loyalty of your best customers through strategic decisions, paying attention to the details, and providing on-going, top-notch customer service.

Contact

Momentum is a local Pennsylvania business with global reach. We employ full time principal and senior consultants with a unique combination of expert skills in training and facilitation for executive and mid-level management. For more information about how Momentum can help your organization produce results, contact us at (717) 214-8000 or via email at info@m-inc.com.