



Marketing Strategy can be a fun process!

What do others think about Barb?

A former manager said:

“Barb is a fast learner and an excellent project manager. She is very team oriented and has a clear focus on the customer - a key in a marketing role. Under her leadership. The professionalism of HM Cragg’s marketing efforts rose by an order of magnitude. Her proven skills, and experience in several business models, make her a valued team member.”

A former business partner said:

“Barb is truly a one of a kind, high-spirited individual full of passion, intelligence and professionalism. I’ve had the privilege to work with her on numerous cooperative marketing efforts and have been impressed by her results-driven approach to mutual efforts, ensuring consistent success against our sales and marketing objectives. Barb has a way to motivate and energize everyone around her and is always a pleasure to work with.”

Who We Are

About Us

Bertsch Marketing-Connection is all about helping you grow your business and connect-the-dots between your vision and a focused marketing strategy that supports your specific situation and goals. Defining the most effective marketing strategy is critical in creating a solid path to success, allowing you to more effectively market your business into the right channels, with the right communication, with the right methods and at the right time to maximize your business objectives.

Contact Us

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- Marketing Strategy
- Marketing Planning
- Brand Alignment
- Marketing and Sales Effectiveness



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**BERTSCH
MARKETING-
CONNECTION, LLC**

connecting the dots.....



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How we connect...

Our goal at Bertsch Marketing-Connection is to ensure your overall business strategy is well connected to your *marketing strategy* and *marketing plan*.

*Brand Alignment...*Ensuring that you are getting the brand recognition you deserve and the brand support built from the inside-out.

An engaged **employee** will be able to sell your brand and feel like they are adding value to the company and your **customer**.

*Sales Effectiveness...*we facilitate and stimulate a deep collaboration between marketing and sales to pinpoint key areas of success (i.e. "what's working and what's not"), resulting in an optimized sales (and marketing) team with a shared focus and effort on company growth.

KEY DELIVERABLES

Marketing Strategy

Digital Strategies

Traditional Marketing Plans

Social Media Plan and Execution

Sales and Marketing Planning and Scorecard development

Core Values

-Create and define

-Employee training and development

Branding from the Inside-out

Unique Selling Proposition-what's yours?

Don't see what you need on this list? Let's talk about it!

Lisa Peck Design said: "It is a great pleasure working with Barb! Combining clarity of vision and leadership skills that keep our team on track, she has created an environment of truly effective technical and artistic collaboration for web and related marketing services. Every interaction is productive and enjoyable, while quality and customer focus remain at the forefront of each project. Thank you Barb for the opportunity to work with you!"



How we connect with you...

MARKETING STRATEGY

An effective marketing strategy is all about **connecting** the dots between your company vision and company goals in order to maximize sales and revenues.

MARKETING PLANS

We deliver a strategically sound marketing plan that efficiently leverages your resources to maximize growth and engage key constituents inside and out.

BRAND ALIGNMENT

Brand Alignment is truly about integrating and **connecting** your key brand strengths throughout the organization and with your customers.

MARKETING & SALES EFFECTIVENESS

In order to make your sales people as effective and efficient as possible, we help in **connecting** sales and marketing to share a single voice and focus.