

connecting the dots...



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.