

M.A.R.K.E.T.I.N.G.

Marketing is having the right product, message and method to reach the right audience

Accept that business has changed

Research your customers

Know your market

Essence of your brand = value differentiators

Try to create passionate customers

Important moments in a customer relationship happen everyday

**Nothing is as important as asking the questions “Where are we now?”
Where do we want to go?” and “How do we get there?”**

Goals set the vision and can be used to measure success but action is necessary to make it happen



(920) 819-3210

mvp@convergentmarketing.com

WWW.CONVERGENTMARKETING.COM