



Marketing and Branding

Marketing

- Marketing and Branding is one of the most impactful solutions we offer at Avitus Group because, when executed properly, it can help grow your business. Unfortunately, most businesses waste 30-35% of their marketing budget in places that produce NO return on their investment. This waste happens because marketing is extremely complex and the tactics for success change regularly.
- When it comes to Marketing and Branding, our clients experience three key benefits:

Branding Expertise

- People buy products – but they are loyal to brands. Digital resources make it easy for consumers to do their research before they make a purchase. The biggest factor that sways that decision is trust – and nothing builds trust faster than a finely tuned brand. Our clients understand the power of their brands and communicate them in a way that quickly builds trust.

Strategic Vision

- Marketing is a battle for trust. Our clients experience greater success because we filter all marketing decisions around strategic thinking. Your customers are looking at your competition, and the best way to beat them is to out-think them. With 13 experts shaping your marketing, our team will help you rise to the top.

Data that Matters.

- The most common question we get is “How can I tell if my marketing is actually working?” While it makes most marketers cringe, we love that question. Our clients define the metrics that help them clearly understand what’s working – and what’s not working. We then measure frequently and adjust quickly to optimize every dollar spent.

Our Approach

- Our approach is simple: we don’t suggest you spend more, but we ask for an opportunity to prove we can make your current marketing spend more effective. If your budget is unrealistic, we will communicate that, but again, we see a lot of waste in the marketing realm, and our goal is to be effective.
- We would like to generate a few reports that will quantify your current online marketing performance, provide you with a website grading report and even a keyword analysis. This doesn’t cost you anything, it is part of what we do.
- So let’s schedule a phone call with Kevin Okragly, our Manager of Marketing Services, and we can review those reports and discuss how Avitus Group’s marketing team can help grow your business.

Initiate a Discovery call with Kevin Okragly, our Manager of Marketing Services. The point of the Discovery call will be to go into greater detail with the prospect on the scope of our Marketing and Branding Services, then prepare to build a customized proposal. Always make it the goal to leave the initial meeting with a scheduled follow-up meeting, in this case the Discovery call. After the Discovery call, be sure to schedule the Proposal meeting and set their expectation to make a decision.