

## Get to Know Entity

**We specialize in marketing high technology products, business services, and consumer products and services.**

### Strategic Planning

Our clients rely on us to analyze their business, research market size and growth rates, develop budgets, business plans and marketing strategies.

### Marketing Communications

We write publicity, design websites, banner ads, email campaigns, develop merchandising, advertising, packaging and promotions and serve as the virtual marketing department for our clients.

### Representative Clients

For more than a year, Entity has been the virtual marketing department for a small but fast growing IT consulting services company. For more than two years, a real estate services company has relied on Entity to provide strategic direction in reaching their market. Recently we developed customer analysis, competitor analysis, market share and forecast sales and growth rates for industrial bearings markets in various vertical segments such as semiconductor equipment, automation equipment, automotive and aircraft.

### Our Approach

An initial discussion to define your needs and learn about how we may work together is the very first step. Generally there is no fee for this first evaluation.

After an agreement is signed, we get right down to work. We integrate seamlessly with your existing staff or other agencies. Our engagements can run for years or weeks depending on your needs.

### We Address

- Planning for the future of your business or a product segment
- Analyzing profitability or organizational structure
- Reviewing the effectiveness of your current sales, marketing and publicity campaigns
- Evaluating your computer network infrastructure
- Analyzing your competitive position
- Recommending strategies for expansion or cost cutting
- Defining goals for staff development, territory management or reporting
- Enhancing your contact management systems

### The Report

We develop a thorough report of findings and recommendations for your situation. We discuss the plan with you so it becomes a reality. We bring an outside perspective to the plan and develop strategies for implementation. Once the planning stage ends, we are often called on to help implement the plan.



### Insight

Entity brings unique insight from a vast array of projects in diverse industries and services.

A business evolves, the market changes, new forces are at play. Adaptation to change requires knowledge, instinct and experience.

**Call us for a no cost evaluation.**

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