

We do Marketing

Entity Marketing Consulting provides hands on support for a broad array of marketing consulting services in the following areas: strategy, web design, publicity, search engine optimization, and advertising.

Entity can also act as single point of contact with your existing agencies and maintains alliances with specialists in graphic design, database development, packaging and other firms to supplement its own capabilities. We manage projects in a timely, cost effective manner much the same way as an in house creative services director would.

Some of our diverse clients include a real estate developer, a gas and chemicals company, a custom home builder, a podiatry group with a line of foot care products, an industrial bearings company, a toy manufacturer, an online art gallery, an investment trust and several IT consulting companies. They range in size from startups to over \$100 million in annual sales.



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ENTITY
Marketing Consulting

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 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. We integrate seamlessly with your existing staff or other agencies. Our engagements can run for years or weeks depending on your needs.

Representative Clients

For over a year, Entity has been the virtual marketing department for a small but fast growing IT consulting services company. For over two years, a chemical and gas company has relied on Entity to supplement and train their marketing services staff and provide strategic direction. We have introduced photographers, graphic designers and packaging experts to our clients or managed their existing agency relationships.

Search Engine Optimization

Why Search Engine Optimization is Important

A website is essentially invisible if it is not promoted. The websites that get traffic either invite visitors through publicity or paid advertising or get visitors from search engines and directories.

The simple fact is that an unoptimized, unregistered site, will likely have zero search engine listings and gain virtually no traffic.

Advertising reaches people when they are not necessarily looking to buy. People use search engines when they are actively looking for a company's products or services.

We can help develop the ideal mix of advertising, publicity and search engine optimization, monitor the results and fine tune the program to maximize exposure and increase sales.

Smart Design

Assuming a website is only a programming job is a mistake. Smart design relies on good communication skills and outstanding marketing. Search engines also rely on strong communication skills and clear concise writing. Effective search engine optimization requires a collaboration of programmers, writers and marketers who understand and specialize in search optimization.

Unfortunately optimization is sometimes just outright ignored by programmers and web developers. If you are updating a website or want to maximize the performance of your existing site, you should consult with us.

Nice Opportunity

Search engines change the rules from time to time as their search methods are improved. Optimization is not hard, it's just a moving target.

If your company and products or services are well known then it's possible you can avoid the expense of optimizing your site. Right? Type "mid size sedan" into a search engine and see what sites are returned. A recent search of MSN for this term didn't show a single big three auto maker in the first page of results. What a nice opportunity the web provides for small businesses that understand how to gain huge exposure with search engines.

Call us for a no cost evaluation.

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