

Marketing Services



Effective marketing is often easier said than done.

Insyte Consulting can help you with your tough marketing questions such as:

- How do you find new customers?
- How do you get them to buy from you?
- Why isn't your product selling?
- What's the right price?
- What kind of promotion makes sense?
- What's the best channel and how do you set it up?
- How do you pick the right products?

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Effective marketing can be a key factor in taking your company to the next level.

Expertise in Addressing Your Unique Issues

Insyte Consulting's experienced staff can assist you in addressing issues including:

- Developing a marketing strategy for growth in a competitive market
- Diversifying your customer base
- Expanding into new markets
- Planning for new product introductions
- Increasing brand awareness
- Laying out a product roadmap for long-term growth
- Determining optimal pricing structure
- Defining and effectively managing your sales function and distribution channel

Typical Projects

- Marketing and Sales Strategy Development
- Interim "on-staff" Marketing & Sales Management
- Customer Identification
- Comprehensive Marketing & Sales Assessment
- Product Roadmap Development
- Brand Awareness Planning
- New Product Introduction Planning and Implementation
- International Market and Sales Planning
- See *Market Research Services* product sheet

The Insyte Consulting Advantage

Our team approach provides an "extra set of hands" to not only provide suggestions, but also to supply implementation details including budgeting. Give us a call to discuss ways in which Insyte Consulting might help you in moving your business forward.

"The marketing planning process provided a road map for our immediate and long term success. By establishing a market focus and measurable objectives, we have been able to achieve our business objectives and position ourselves for increased market penetration in the near future."

Gary Johnson, President, Phoenix Metal Fabricating

Our experience improves your business