

Marketing Strategy: Maximize Your Return on Investment.

Eighty-five percent of small businesses fail during their first five years. One of the leading causes of failure is cash flow. For small and emerging businesses just starting out this can often lead to tight marketing budgets. Ironically another common cause for business failure is a lack of market research. As the owner of a small or emerging business you are faced with balancing your need for marketing power with limited resources.

Your Marketing Strategy Solution: *Market Torque.*

Market Torque's sole mission is to help small and emerging businesses increase market presence. As part of this goal, we provide the following customizable services:

Annual Marketing Planning

- Facilitated meetings to align goals
- Research to support goal setting and consensus

ROI Metric Definition

- In-house resource capability analysis
- Simple metrics that define and establish ROI

Accountability Program

- Quarterly follow up with you and your staff to check on program success
- Annual review with key program participants

Your Bottom Line Impact: Get the Biggest Bang for Your Buck.

Reap the benefits of a dedicated marketing resource without the cost.
Optimize your overhead costs for strategic marketing staff.
Save money and staff time through focused programs.

Contact Emily Summers at (703) 869-2538 or at info@markettorque.com today for a complimentary consultation, and visit www.markettorque.com for more information about how Market Torque can help your bottom line.