



# For Marketing Matters

HELPING SMALL BUSINESS MAKE A BIG IMPACT

## COMPANY OVERVIEW

**For Marketing Matters** is dedicated to helping small and medium-sized businesses make a big impact in the arenas most prized by its leaders. It may be growing or selling the business, expanding into overseas markets or increasing one's commitment to the local community. **For Marketing Matters** takes a pragmatic approach to helping businesses address challenges, create or refine a vision, and define an action plan focused on top priorities. Execution of the plan is then closely monitored, results are analyzed and triumphs are celebrated.

### SERVICES

In working with small and medium-sized businesses, **For Marketing Matters** centers its service offering in the following areas:

#### Business Advisory Services

If granted three wishes, many owners of small and medium-sized businesses would wish for more time, more money and more customers. As a business owner, one's day is often consumed with tactical decisions. **For Marketing Matters** works with business owners to address immediate concerns and develop actionable plans to focus on broader challenges.

Specifically, **For Marketing Matters** partners with the company's business leaders to understand immediate and long-term goals, review business plans and financial statements and from this, develop an actionable plan that has a measurable impact. For some businesses, the plan may focus on increasing awareness, attracting new customers, or diversifying product lines while others may be planning to transfer ownership to another family member or raise funds to support

growth in operations. Whatever your need, **For Marketing Matters** works to develop a plan and an approach that favors taking action and making measurable progress.

Gone are the days of *hoping* to find time to focus on a business opportunity or issue. You now have a business advisor working with you regularly to help you achieve the vision for your business. In some cases, additional expertise may be needed to secure specific financing or secure a supplier in another country to lower costs. In such cases, **For Marketing Matters** leverages a global network of more than 4,500 senior business professionals to provide you with the specific expertise you need to drive your business forward.

The result is measurable impact to your business and the bottom line. And wishes granted.



### Strategic Marketing Services

Like a runner whose physical strength comes from his core, the strength of a business comes from its core — its heart and soul as represented by a strong and unique value proposition that differentiates the business from its competition. This all sounds fine in theory. But in reality, marketing is far from the minds of most entrepreneurs. There just isn't always the time or expertise to analyze customers, identify

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new markets, refine messaging, and build meaningful awareness of the business. In addition, marketing is viewed as a *nice to have* and any commitment to it is delayed until sales are stronger, and the company is bigger or more profitable. The irony is that marketing is fundamental to building a solid foundation for your business to grow, scale and prosper. In most cases, marketing competence is a glaring void within small and medium-sized businesses, compromising sales and profits.

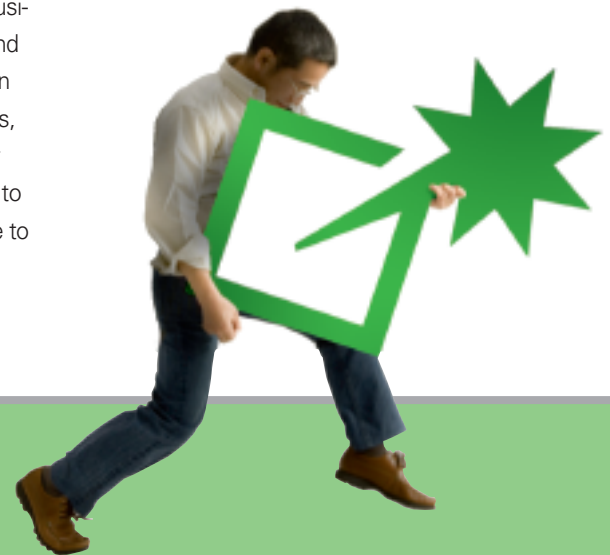
For Marketing Matters works with forward thinking businesses to design and develop an integrated marketing plan, tightly aligned with the business objectives of the company and incorporated into the other critical functions of a business — including sales, operations and customer service. This marketing plan is a detailed document with timelines, objectives and suggested metrics for success. It can be particularly helpful to companies who need to demonstrate to

investors or a board of directors that the company has a marketing plan in place to achieve its financial goals.

For Marketing Matters also oversees the execution of the plan so regular progress is assessed and results are achieved.

For Marketing Matters provides a comprehensive alternative for firms that recognize their company needs marketing expertise, but realizes adding a full-time senior marketing executive to the payroll is not justified.

For Marketing Matters: because success starts at the core.



### About the Company

For Marketing Matters was founded by Mary E. Honan. Mary has extensive experience working with C-level management for companies of all sizes ranging from Fortune 500 to start-ups. Mary is passionate about helping business leaders achieve their dreams — enabling them to enjoy the immense satisfaction of running one's own business and having the time to enjoy the rewards of one's labor. Additionally, as an accredited Associate for the Institute for Independent Business, Mary personally gives time each month to meet with business owners in the community to discuss their business and to provide insight, advice or ideas that may be helpful to the business. For more information, call For Marketing Matters at 978-794-3052 or email [mhonan@formarketingmatters.com](mailto:mhonan@formarketingmatters.com).

