



phoenixmarketingandbranding.com



Phoenix is a non-traditional consulting company. By that, we mean we take an engineering approach to providing solutions for our clients. Call Phoenix today and let's look for a logical, practical solution for growing and sustaining your business.

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## [marketing services]

- ▶ lead generation
- ▶ branding
- ▶ sales training
- ▶ **turnkey marketing**
- ▶ web and print design

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## about us

*We understand the time management difficulties in running a small business. Oftentimes, there are not enough hours in the day to focus on work that needs to be done, while continuing to grow and market your company.*

*In fact, we had the same problem. Tired of hearing how using SEO to advance our online presence was the only means to growth, we decided to take matters into our own hands. With our engineering background, we applied a mathematical and scientific approach to growth and development.*

**3x**

*more leads generated through content marketing than conventional marketing*

**8**

*out of 10 people prefer receiving information on a company through custom media*

**8x**

*more effective to retain an existing customer than to obtain a new one*

**\$40**

*is the average return on every \$1 spent on email marketing*

**70%**

*of customers prefer getting to know a company via articles rather than ads*

Being engineers, we created a logical, practical approach to the most efficient and productive systems for marketing.

## solutions

*A problem solving company first, we saw a need to offer our approach to help the development of other small businesses. What started out as a solution to our problem has now become a passion to help grow business for our clients, for you, and for your company.*

## benefits

*Cost Effective  
 Grow brand while freeing up valuable time  
 Expert Advice and Direction  
 Consistent Marketing Outreach*

*We serve the retail, contracting, hospitality, construction, product development, and service industries.*

## services

*Marketing Consulting  
 Lead Generation  
 Marketing Analysis  
 Traditional/Nontraditional Branding  
 Staff Marketing and Sales Training  
 Turnkey Marketing Campaigns  
 Professionally Designed Marketing Materials*

