



## BRINGING YOUR BUSINESS WORLD INTO FOCUS



**BUSINESS TO BUSINESS  
MARKETING CONSULTANTS**



## Providing you with results-based marketing planning and implementation

Seeking to increase penetration and sales in your market? Ready to move ahead, but find that conflicting priorities are taxing your organization's time and talents?

Most companies recognize the role of effective marketing in expanding their customer base, increasing sales, introducing new products, and enhancing brands and image. But implementation often lags due to a lack of time or limited skill sets.

A *business to business* marketing consulting firm, Marketing Resources



Ltd. can help you bridge this gap between recognition and implementation by focusing on your marketing efforts and freeing up your staff for other vital functions.

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### Find Us On The Web

Visit our Web site for the latest tips and marketing strategies for your business. Point your browser to [www.mrlweb.com](http://www.mrlweb.com)

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## HOW WE CAN HELP—SOME EXAMPLES

Our services range from preparing basic news releases to developing and implementing complete marketing plans and budgets. Here are some examples of how we have worked with other organizations.

An international technical association required a significantly expanded marketing effort that could not be provided by its volunteer committees. Functioning as the association's marketing

department, we implemented programs and prepared the tools that increased attendance at their annual technical symposium and other educational programs, introduced a professional certification program, identified new markets for member acquisition, increased web site visits by more than 300%,



and generated regular and frequent requests from industry publications for news stories, feature articles, and regular columns.

For a small consultant/sales representative of static control products and packaging materials, we developed a new corporate identity program including logo, letterhead, office forms, and business cards.

When the European parent of a major U.S. manufacturing company wanted to introduce its successful European product into the U.S. automotive refinish market, we conducted the market research essential to the company's decision making process, identifying market needs, analyzing competitive positioning and pricing, and determining marketing and distribution channels.



## How We Work With You

As an integral part of your team, we support or supplement your existing efforts, working with your in-house personnel to bring additional expertise to a sometimes complex and ever-changing environment.

We maintain the flexibility to handle individual projects, work with you on a long-term basis, or provide additional coverage during busy periods, vacations, or leaves of absence. You can even outsource your entire marketing function to us.



## GETTING STARTED

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Contact us today to discuss your requirements and marketing challenges. We will prepare a proposal to meet them and tailor a compensation program specifically for you—a monthly retainer, hourly fees, or project quotes.

Let us help you develop and maintain the marketing focus and direction that can mean increased market share, more sales, and greater profitability.



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### Contacting Us

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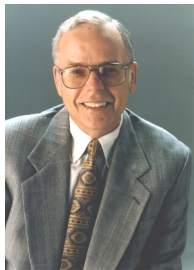
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## MICHAEL T. BRANDT

### PRESIDENT

Michael T. Brandt, CBC, brings more than three decades of experience to your marketing challenge. His background includes marketing, advertising, and communications management; public relations; and international sales management.



His experience covers a number of different markets and products, including trade and professional associations, commercial floor coverings, building materials, plastics, packaging, pharmaceuticals, consulting, and static control.

He has worked for or consulted for major corporations, small distributors, and trade associations both in the U.S. and abroad.

His technical and marketing articles have appeared in a variety of publications and he has presented papers at a number of conferences throughout the world.

A Wisconsin native, he has a B.S. degree from the University of Wisconsin, Platteville, and an M.A. in communications from the University of Wisconsin, Madison. He is a Certified Business Communicator (CBC), past president of the Colorado Business Marketing Association, and member of the Colorado Society of Association Executives.



# SERVICES

## STRATEGIC PLANNING

- Establish goals, prepare marketing plans
- Define product offerings, market opportunities
- Analyze the competition
- Define product and market needs

## MARKETING COMMUNICATIONS

- Establish plans, budgets, objectives
- Prepare product literature, ads, technical articles, press releases
- Publish customer newsletters
- Plan, develop, manage your Web site

## MARKET RESEARCH AND ANALYSIS

- Identify sales prospects, market size, potential, share
- Identify pricing and distribution

- Identify market requirements

## INTERNATIONAL MARKETING

- Market research and analysis
- Find and train agents

## TRADE SHOWS

- Prepare trade show marketing plan
- Establish objectives and budgets
- Train booth personnel

## ORGANIZATION AND DEVELOPMENT

- Evaluate, set-up, organize your existing marketing function

## WORKSHOPS AND SALES TRAINING

- Trade show selling and management
- Selling in the ESD marketplace

