

# Strategic Marketing Consultancy

from: Cash on Referral Limited

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## Description

Strategic Marketing Says: NEVER go to a website designer and ask them to design or redesign your website. NEVER go to a traditional marketing firm and ask them to design or redesign your marketing materials. NEVER go to a traditional ad agency and ask them to design or redesign your ad campaign. WHY NOT? Because NONE of them knows or even cares about what your IDENTITY is. Here at COR your IDENTITY is something much deeper than a Unique Selling Proposition (USP) but it's close to your 'brand identity.' Your identity communicates to your prospective customer why they should do business with you rather than one of your competitors. Let's face it, there are likely anywhere from a dozen to hundreds of companies that do what you do, sell the products you sell, or provide the services you provide. What we're looking for is that "Identity" that communicates 'We're the obvious choice to do business with for building a strategic Marketing pathways for you.

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