



Get to know Turning Minds

What makes us different

Turning Minds is a unique kind of biz dev consulting company. Sure, we offer you end-to-end marketing and advertising solutions like most “marketing firms,” but unlike those others, we start by focusing on your goals and objectives. We execute strategies designed to get you more customers, as well as grow the ones you already have. We’re not just trying to sell you print, web or mass media in the guise of solutions; we’re tailoring solutions that show you how best accomplish your specific business objectives.

We’re focused on **You**

Our number one focus is to work with *you* to identify short-term and long-term goals, understand the realities the impact those goals, and design comprehensive sales and marketing strategies that bend, leverage and capitalize on those realities.

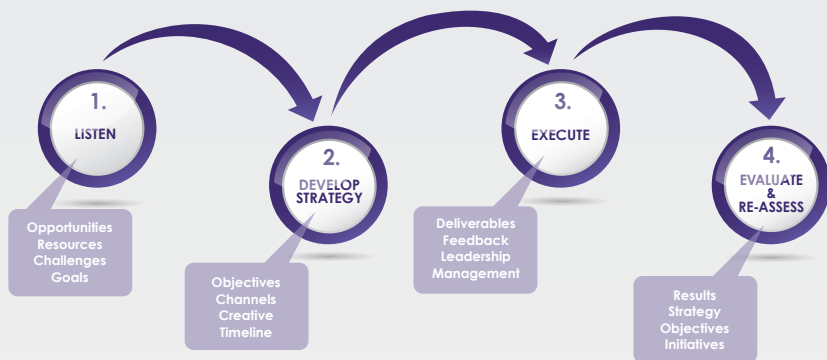
We will understand *your* situation, *your* customers, and develop a program right for *your* business that cuts through the clutter and allows *you* to have a focused marketing strategy – on both online and offline channels. Our focus will always be on building *your* business – not *our* portfolio.

How we help

Our approach is simple but effective: listen to you, assess your needs, create a plan of action, and then execute like hell.

OBJECTIVES-BASED MARKETING PROCESS:

Relentless focus on strategic objectives put in action on time and on budget.



It really doesn’t matter what the marketing tactics are. What matters is the understanding of customers and the purpose that the marketing is intended to serve. Everything else is just “hit-or-miss marketing” and only slightly better than guessing.

Contact Turning Minds and experience business development programs developed specifically for the achievement of your own business goals.

turningminds

Strategic Marketing. BizDev. Conversion.

www.turningminds.com

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Strategy

Strategy is the rationale for everything we do. It dictates decisions on everything from platforms, to audiences, to tactics – all the way down to sales copy, social media activities, and ultimately design.

Marketing

It's easy to do awareness campaigns that simply "get the word out," but we focus on **marketing** – the actual use of targeted messages to drive interest, engagement and involvement. Whether it's to directly drive a purchase, build sales funnels, or rally your most loyal customers, we'll focus all our energies on tangible, measurable results.

Social Media

In today's world, you need deeper connections in more relevant ways with customers. We believe social media provides that opportunity by allowing you to connect with people on personal levels. The future of business, commerce, and decision-making communication is social networks, and we have the expertise to get you engaged.

Sales

When cash registers ring and invoices flow – businesses grow. Everything in business is directed at the sale. Shouldn't your marketing efforts have an immediate and tangible impact on your sales? We think so. This is why our marketing strategies dovetail into business development strategies, allowing for seamless cooperation between your sales and marketing processes.

Online

Whether it's via web 2.0 platforms, search engines, blogs, or ecommerce websites, the world of business is online. We focus on how to integrate online with offline activities to build business, influence customers, and increase relevance and visibility.

Leadership

Solid strategy only goes so far. True success lies in leadership and decision making. Our focus is to grow your business, not just build another website or create another advertising campaign. We lead sales and marketing initiatives far beyond managing a task list. We deliver critical assessment of progress, market conditions, and overall results. We take responsibility and continually focus on objectives and achievement of goals.

Deliverables

If you're still wondering what we "create" to deliver these results, here's just a few:

- Advertising campaigns
- Graphic design, web design, and print design
- Web 2.0 development, blogs, and eComm Sites
- SEO, site architecture and smart content
- Social media and online presence development
- Copywriting, editorial calendars
- Press releases
- Sales brochures and other collateral
- Direct mail, email marketing
- Search engine marketing
- Comprehensive marketing plans and programs
- Annual planning, administration and execution of company sales and marketing programs

Let us Show you a new way of looking at biz dev.

Pretty much anything your company needs to communicate with the business world.

