



*Orchestrating Effective Marketing*

In simplest prose, we're in the business of creating marketing that makes our clients profitable.

Like a symphony orchestra where professional musicians provide their individual musical talent under the director of a conductor, Crago & Company assembles the right marketing expertise for each of our clients. The approach is customized for your company so you receive top-notch work without the need for additional employees or the expense of an ad agency. Some clients even use Crago & Company as their virtual marketing department.

Among the services we offer are:

- Strategic marketing planning, implementation and measurement
- Comprehensive branding for new companies/products or services
- Brand renovations
- Competitive research – for direct and indirect competitors
- Distribution research and strategies
- Marketing communications – Web, advertising, PR, point of purchase, packaging, catalogs, newsletters, events, training materials, internal & external communications
- Sourcing and logistics

Effective marketing engages your clients in meaningful, profitable ways. Your client relationships have the potential to bring you more business from existing clients, their friends and family. We help create and amplify those relationships for you in cost-effective ways. And we address the details that make your goals achievable.

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