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Business Advisor

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***Start Off the New Year
with a Marketing Plan that will
Grow Your Business in 2022!***

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NEW YEAR, NEW MARKETING PLAN



BRANDON ROST

Start Off the New Year with a Marketing Plan that will Grow Your Business in 2022!

As we start off 2022, now is the time to think about how you are marketing your business in the new year. Have you given thought to the potential sales opportunities that are out there if you dedicate a portion of your budget to marketing? We work with clients to put together an all encompassing marketing plan that can be tailored to budgets of all sizes with the goal of helping businesses grow.

We understand that the businesses we work with may not have time to stay on top of current marketing trends. That's our job! Our team of experienced marketing professionals is focused on those trends so that we can make the right recommendations to drive our clients' businesses forward.

Some of the trends that we are keeping an eye on in the new year include use of video on a variety of platforms to showcase a product or business, the importance of well curated content, the continual growth of social media and the power of influencers.

Founder and CEO of beMarketing Brandon Rost weighed in on how the pandemic has impacted how marketers are approaching the new year.

"As we work through the pandemic, people are focused on getting back to normal. More and more we are seeing trends around personalized marketing. The right message at the right time to the right person is paramount."

Brandon went on to share with us his Top 5 Tips for Marketing Strategies in 2022:

1. Embrace Storytelling: Consumers take in a lot of information in today's digital world. To distinguish yourself amongst the competition, think about a story that showcases how your product or service solved a problem and tell that story!

2. Take an Active Approach to Data: With recent updates to iOS and upcoming updates in the use of cookies, marketers have less and less data that has been used to direct campaigns. The landscape is always changing, and that is ok! It just means that we have to adapt by being proactive in our approach to source news opportunities.

3. Stay on Top of Algorithm Changes: Algorithms are growing in their importance for all types of digital marketing and ultimately, they change to improve user experience. We are constantly updating our clients' marketing strategies based on these changes that occur often. It's important to be aware of the changes as they occur so that you can update your strategy accordingly.

4. Explore Opportunities with Online Events: The pandemic has certainly impacted the way we think about eventing and connecting with new people. We've learned how to take part in events online more effectively and are able to acquire data on the audience who attended that can be utilized at a later date.

5. Consider Influencer Marketing: We are seeing more and more influencer marketing strategies being used in B2B. Influencers offer substance and relevance to campaigns that support showcasing how products or services can offer the value your customer is looking for.

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Choose A Trusted Partner For Marketing Support

It's important to choose a marketing agency that can support a variety of client needs. beMarketing has become that partner for the hundreds of clients that they serve. An entrepreneur at heart with a passion for marketing, Montgomery County native Brandon Rost founded beMarketing in 2010 and has grown the firm to one of the premier full-service Marketing Agencies in the region. Starting beMarketing back when social media was just beginning to be a new media for advertising, beMarketing has been at the forefront of digital marketing since those early days.

The firm has been built on the power of relationships. beMarketing clients experience consistent communication from the company and find value in the extent to which the firm makes learning each and every business they work with a priority.





“Our commitment to our clients has never changed over the years,” said Brandon. “We deliver a personalized service and live and breathe our core values of quality work, speed of delivery, solid communication, accountability and an enthusiastic approach to every campaign we take on.”

beMarketing is driven by its positioning statement: “Relentlessly Pursuing Limitless Growth for our Clients.” The firm’s proven process establishes key metrics and strategically aligns a company’s marketing goals to those they have set forth for their business.

beMarketing is an industry powerhouse known for innovation, creativity, and extraordinary sustained growth. The company has experienced stellar growth through hard work and dedication. Brandon has assembled a dynamic team of marketers who deliver service and innovation every day. Over the last decade, they have built a team of marketing leaders who, together, have developed a contagious culture to deliver award-winning success for their clients.

Additionally, beMarketing remains at the forefront of their industry. Employees are always learning new methods and innovations, from attending special seminars to beneficial webinars that can be incorporated into the work that they do. They meet regularly to share innovative industry best practices as well as creative new ideas.

Their marketers curate strategies that showcase the core differentiators that make their clients’ businesses unique. They have one of the highest retention rates in their space and attribute that to their results-driven approach to revenue generation for each and every client they represent.



beMarketing Recent Recognitions

- Brandon Rost was recently named to *MONTCO Today's Top 40 under 40 Millennial Superstars*
- Brandon Rost was awarded "Entrepreneur of the Year" by the Greater Montgomery County Chamber of Commerce
- Made the Inc. 5000 list two years in a row (2019, 2020)
- Ranked in Design Rush's 2019 top 3 digital agencies in the United States
- Made the Inc. 5000 list two years in a row (2019, 2020)
- Included in Philadelphia's Top 100 Fastest-Growing Companies for five years running, which has put beMarketing into the Hall of Fame
- Won the *Philadelphia Business Journal's* "Soaring 76" two consecutive years
- Ranked in the 2018 *CEO Report's* "Velocity50"

Interested in Learning More About beMarketing Services?

If you have interest in learning about how the team at beMarketing can help your business grow, give them a call at 484-497-0795 today!