



OVERVIEW

Marketri was founded in 2004 to be a one-stop marketing resource for privately-held companies without the in-house resources necessary to reach their business goals. Our team of strategic marketers, public relations specialists, graphic designers, social media experts, Web developers, search engine optimizers and copywriters, serves as a full-service outsourced marketing department to many companies throughout the Mid-Atlantic region. Through partnering with Marketri, our clients benefit from cost-effective, results-driven marketing collateral, campaigns, and programs without having to train and manage a team of in-house professionals and/or oversee multiple sub-contractors. We often partner with companies that have a marketing coordinator, but need leadership experts in a variety of marketing disciplines.

Most Marketri clients are established businesses looking for increased growth and struggling with one or more of the following scenarios:

- **We have been in the community for decades but we still don't have the brand recognition.**
- **We spent a significant amount of money in advertising and we didn't get anything for it.**
- **We feel there are untapped markets just waiting for our products and services.**
- **There is a lot of competition and we have trouble standing out from the crowd.**
- **If we asked ten different employees to answer the question "tell us about your firm," they would give ten different answers.**

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WHY OUTSOURCE MARKETING?

While outsourced marketing is a relatively new concept, many companies, especially in the small to middle market, are realizing its many benefits, including:

- **Having access to leading marketing professionals who keep abreast of industry best practices**
- **Tapping into a true integrated marketing department that is as good or better than the in-house marketing departments of their larger competitors**
- **Being able to access as many or as few marketing resources needed given their objectives, size and budget**
- **Enabling companies to focus on their core business and not get bogged down with performing or managing the marketing function**

There are many specialty areas of marketing including: strategic marketing planning; public relations; graphic design; and Internet marketing. Many privately-held companies hire a mid-level marketing manager with the expectation that she/he can perform many of these tasks. In reality, marketing professionals are experts in one or two areas, leaving the remaining endeavors to be handled by subcontractors. These companies have the burden of a fixed salary and benefits as well as the oversight of multiple subcontractors who may not be working together to produce an optimal result.

Through using Marketri as their outsourced marketing department, our clients are able to build superior, cost-effective marketing programs, campaigns and collateral. The example below shows a realistic cost/benefit analysis of in-house vs. outsourced marketing.

IN-HOUSE VS. OUTSOURCED MARKETING

In-House		Outsourced	
Strategic Marketing Plan:	\$ 10,000	60 hours per month from Marketri*	
Marketing Manager: (Salary & Benefits)	\$ 85,000		
Graphic Design:	\$ 5,000		
Web Development:	\$ 15,000		
Public Relations:	\$ 7,500		
Social Media	\$ 5,000		
Search Engine Optimization	\$ 5,000		
Total Annual Investment:	\$132,000		Total Annual Investment:

*This is based on achieving the same or better marketing results as the in-house program.

MARKETING SERVICES

With one point of contact, Marketri's clients have access to the following broad range of services:

- **Strategic marketing consulting**
- **Marketing planning**
- **Brand development**
- **Public relations**
- **Internet marketing**
- **Web development & maintenance**
- **Search engine optimization**
- **Graphic design**
- **Copy writing**
- **Professional proofreading**
- **Social media**

B2B SECTOR SPECIALISTS

Marketri primarily works with businesses that sell products and services to other businesses (B2B). Within the B2B marketplace, we have a particular expertise in the following sectors:

- **Accounting**
- **Law**
- **Investment banking**
- **Engineering**
- **Architecture**
- **Construction**
- **General contractors**
- **Subcontractors**

OUR LEADERSHIP



Debbie Andrews founded Marketri to satisfy the critical need for marketing and business development expertise in the small to middle market B2B sector. She is directly responsible for the strategy, planning, marketing and new business development efforts at Marketri. Her specialty lies in creating and managing B2B strategic marketing and business development programs. Debbie has an extensive background in marketing, new business development and consulting in the professional services sector. She worked for seven years with several Big Four Accounting firms, including Ernst & Young, PricewaterhouseCoopers and KPMG Corporate Finance, the middle-market Investment Banking subsidiary of KPMG LLP. At KPMG Corporate Finance, Debbie transformed the Mid-Atlantic Practice from a geographic-based to a sector-based marketing approach. She also served as a Principal for a private-equity firm run by the former CEO of WR Grace. In this position, Debbie directed the company's marketing efforts as well as the marketing programs of its various portfolio companies. She was also instrumental in executing the company's growth strategy by identifying attractive industry segments and potential acquisition candidates.

Debbie earned an MBA in Marketing and a Bachelor of Science in Finance from the University of Maryland, College Park.

HOW WE WORK

Step One: Getting a Plan

When working with new clients, our priority is understanding their business and the broader industry in which they participate if we are not already familiar. We typically accomplish this through the development of a strategic marketing plan. This document specifies how our clients will differentiate themselves; who they will target; and how they will communicate key messages. Through utilizing a strategic marketing plan, our clients' resources are focused on the marketing initiatives and campaigns that will generate the highest return on investment.

Step Two: Taking Action

With the strategic marketing plans in place, our clients are then ready for us to begin implementation. Our marketing specialists work as a team to drive the tactics stated in the plan forward in the most cost-effective manner. We take action proactively, meaning that our clients never have to worry what the next step in the program is. Marketri takes on this responsibility so that our clients can focus on what they do best, knowing that we are helping to raise their visibility and facilitate growth.

OUR FEE STRUCTURE

Our goal is to have long-term working relationships with clients. Our fees are structured accordingly. We typically charge a blended hourly rate for the development of the strategic marketing plan. Once the document is developed, we are paid a fixed monthly fee based on the number of marketing tasks and related hours necessary to complete the plan. This fee structure allows us to plan and have dedicated resources available to meet our clients' marketing needs.

REPRESENTATIVE CLIENTS

Antheil Maslow & MacMinn

A multi-practice law firm located in the county seat of Bucks County, PA, offering an integrated approach to the delivery of expert, cost-effective legal counsel.
ammllaw.com

Bond Beebe

A certified public accounting firm with over 80 employees in Bethesda, MD and Alexandria, VA.
bbcpa.com

Bugajewski Facility Services

A national, full-service facility service provider to large national retail chains, healthcare facilities and large corporate offices.
bugajewski.com

CBOS

A Business Intelligence consulting company working with small to mid-sized enterprises to drive greater profitability through data-driven financial and operational insights and predictions.
cbosinc.com

Costello Construction

A large commercial construction firm with operations in the Baltimore/Washington, DC area.
costelloconstruction.com

The Curchin Group

A mid-sized certified public accounting firm that has been in business for over 50 years.
curchin.com

DJS Associates, Inc.

A full-service forensic engineering and scientific consulting firm, which has specialized in providing investigations, expert testimony, research and consultation for over 45 years.
forensidjs.com

Gilmore & Associates

A full-service civil engineering firm with 60 offices in PA and over 100 professionals.
gilmore-assoc.com

The Harman Group (formerly Cagley Harman & Associates)

A mid-sized, structural engineering firm that specializes in large, complex, multi-story structures.
harmangroup.com

Trade Risk Group

A specialist insurance broker providing customized solutions to trade risk and credit insurance needs.
traderiskgroup.com

Worth & Company

The tri-state region's leading mechanical contracting company.
worthandcompany.com

Volpe and Koenig, P.C.

An intellectual property boutique law firm with offices in Philadelphia, PA and Princeton, NJ.
vklaw.com

REPRESENTATIVE CLIENT TESTIMONIALS

"Choosing between calling Marketri a service provider or a business partner is difficult because Debbie handles our Firm in every way as it were her own, yet she is technically a service provider. I rely on Debbie to provide current, relevant and on-point information about marketing professional services and feedback on employees and partners. I find that she is reliable, goal oriented and always available whenever we need her. She has helped our firm implement a Strategic Plan, has provided niche research, has implemented a social media framework, revamped our Web site to include micro sites and video streaming, enhanced our ISO results and the list goes on.

I am very pleased with the services we receive and highly recommend Marketri if you want to take your organization to the next level."

David P. Dorsey, CPA, Managing Principal
Bond Beebe