

# MARKETING AS A CORE ASSET

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*The impact of your marketing strategy extends beyond Marketing*

## The Challenge of Building a Powerful Business

Working harder isn't enough to build a successful business which stands above the crowd. If you want long-term success, you must deliver good value to clients, and. . . .

- Differentiate your firm
- Hire and retain the best talent
- Find time to focus on the future to stay ahead.

## A Strategic Swiss Army Knife

Bruce La Fetra shares his more than 15 years experience conducting hundreds of interviews for dozens of clients. The central question of why a firm's best clients select it over other options results in a strategic Swiss Army Knife bolstering your ability to build a better business in many ways.



A marketing strategy built around this question leads directly to shorter sales cycles, higher quality clients, and increased profitability. The benefits don't stop there as a smooth-running, well-aligned organization enables leaders to focus more time on the future.

## You Will Learn

- Tips for sharpening the focus on your marketing strategy.
- How to expand marketing's impact to span your entire business.
- How to bring greater relevancy to all employees so they become more productive, innovative and loyal.
- Why a focused marketing strategy benefits delivery and support roles just as much as marketing and business development.

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## About Bruce La Fetra

As a strategic marketing advisor to law, consulting, engineering, and other elite professional services firms, Bruce La Fetra transforms marketing into a core asset. Insights and focus generate more revenue, shorter sales cycles, and increased profitability. At stake is more than just revenue and profits; the Strategic Marketing 3.0® framework converts marketing from a task professionals dread to a mindset they value and embrace. Contact Bruce at [Bruce@LaFetraConsulting.com](mailto:Bruce@LaFetraConsulting.com) or (408) 749-1028.