

Customer Testimonials

“The Carey Road team did a MASTERFUL job in taking the Hudson and Keyse, LLC Leadership team through a planning process that produced a ‘new beginning’ for the firm. The process resulted in team alignment and centered us on what the organization needed to focus on to take the business to the next level. Not only did the Carey Road team perform the proper front-end diligence in preparation, the back-end documentation and follow up process was perfectly executed as well.” ... D. Scott Clarke, President and CEO

“Sharon is a true marketing professional; her expertise in marketing has come from her steadfast dedication and hard work. Sharon exemplifies leadership. She is able to clearly define the strategy and rally the team and partners to deliver the highest quality tactics with zero defects. She enables creative discussion amongst the team, which contributes to winning, out-of-the-box marketing strategy.” ... Veronica Cooper, Senior Marketing Consultant, Intellidyn Corporation

Carey Road Marketing provides customer-driven marketing solutions that are reliable, of the highest quality and cost efficient.

Local

National

International

CAREY ROAD MARKETING™

Growing Your Business

Carey Road Marketing™

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Carey Road Marketing™

**Strategic Marketing
Solutions...When
You Need Them
Most**



Toll Free: 1 877 580-9701

Get ahead of your competition with marketing solutions that are customized for YOUR business, not “pre-packaged” solutions!!



A great add to your existing staff for new brands, products, services and channels.

Carey Road Marketing provides customer-driven marketing solutions that are of the highest quality and cost efficient.

- Brand, product and service marketing
- Evolution of business plan to strategy/ tactics
- Marketing operations optimization
- Multi-Channel marketing tactics integration
- Channel development/efficiencies

Carey Road Marketing has creative solutions for **YOUR** business-to-business or business-to-consumer strategic marketing needs.

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Strategic Planning

Carey Road Marketing analyzes your situation, and by working with your leadership can create a detailed strategic marketing plan that is customized for **YOUR** business.

- Identify **YOUR** target customers or customer segments.
- Identify why they want/need to buy what you are selling.
- Identify marketing tactics and channels for brand, product or service delivery that meet ROI targets.

Integrated Marketing

Carey Road Marketing specializes in developing integrated tactics that focus on the customer’s needs, wants and mindset.

- Development of comprehensive marketing campaigns that speak to **YOUR** customers or segments of customers
- Brand development, implementation and extension to all customer touch points.
- Development of campaign success metrics with your existing marketing team and/or agencies



Understand why reaching out across multiple channels results in better ROI.

Company Leadership

Carey Road Marketing is led by Sharon Robbins, a marketing leadership professional with over 20 years of marketing and sales experience.



Determine whether you are executing against the right “Push/Pull” marketing

Sharon’s experience and passion for marketing in both Fortune 500 and entrepreneurial companies will provide your organization with marketing expertise that is personalized for **YOUR** business.

She is a high-energy, marketing leader responsible for creating significant success at many diverse companies. Through creative thinking and the implementation of measurable tactics, **Carey Road Marketing** will grow and optimize your marketing efforts.

With a masters in industrial and consumer psychology and a highly sought-after speaker at many marketing forums, take advantage of Sharon’s experience.

- Tactical to executive level experience
- Diverse Industries
- Business-to- business; business-to-consumer
- Brand and public relations