

WHY MARKETING IS IMPORTANT WHEN YOU SELL OR EXIT YOUR BUSINESS



IMPROVE BUSINESS VALUATION

- Increase customer base through lead generation campaigns. More sales equals **a track record of revenue growth.**
- Increase opportunities with existing customers with exclusive offers, up-selling, and cross-selling to **demonstrate client stability and growth potential.**
- Build brand loyalty, which leads to brand advocacy and business referrals through customer appreciation programs to **demonstrate client longevity and defensible mix of customers.**

ELEVATE COMPANY PERCEPTION

- Refresh your brand to align with your mission, your customers' needs, and your market to **elevate the perceived viability of your company.**
- Increase and solidify brand equity through development of specific marketing activities to **create excitement and buzz around the company.**
- Create or refresh your online presence. Dynamic website, active social media channels, and other digital activities that drive **relationships and purchase considerations.**



QUESTIONS TO ASK

- Does your brand look old and tired?
- Does your brand and messaging align with what you provide your clients/customers?
- Are your brand and offerings highly relevant in the areas you serve, or is it out of touch?
- Are you perceived as a modern and relevant company, or old and outdated?

VALIDATE WORTH

- An organization that has an active marketing plan and activities that **provide steady sources of awareness, traffic, leads, and revenue is deemed more valuable.**
- **Without marketing, none of this would be possible.**



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