



Marketing Consulting Services

Sobel & Co. LLC provides marketing consulting services for business owners across a breadth of industries including retail, professional services, manufacturing, healthcare, construction and nonprofit. Sally Glick, the Director of the Sobel Marketing Consulting Group, has over 30 years of experience assisting middle market companies improve their strategic planning, marketing communications and branding tactics. Her approach is realistic and practical and is based on identifying the goals of the organization, the resources available and the situation in the local marketplace.

Basic marketing services available:

- Help establish clear growth goals
- Conduct in-depth situation analysis and review current materials
- Marketing plan design - both company-wide and individual
- Create steps and budget to ensure execution
- Write collateral materials, press releases, web content, ghost write articles for publication
- Interact with company/firm leaders and other personnel
- Conduct search for hiring an in-house marketing professional - (train and mentor as needed)

For more information contact:

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