

ABOUT TANGERINE STRATEGIES

TANGERINE Strategies was founded by Dennis Paris for the purpose of... **helping businesses increase their marketing impact, while maintaining or reducing costs!**

Clients are directly supported by a seasoned, "Strategic Marketing Professional" who possesses an intense passion for perfect planning, execution and the Client's success.

Dennis has over 25 years of success in domestic and international strategic marketing and market development, including ownership for many industry leading product and service brands.

Dennis earned his Marketing degree from The Wharton School at the University of Pennsylvania with advanced studies in Business Management through the Wharton/INSEAD Alliance in France and, Leadership Skills training at the "Center for Creative Leadership".

Today, TANGERINE Strategies coaches Clients nationally in Industrial-Manufacturing and Professional Services markets. Tangerine is also currently expanding to selected International markets.

**CALL FOR A NO-CHARGE
CONSULTATION**

609 501 6147

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Tangerine Strategies, LLC is a
U11 Certified Vendor



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TANGERINE Strategies™

"BREAK-OUT MARKETING"

***FOR
MANUFACTURERS***



Releasing the Essence of Your Business!

INCREASE YOUR MARKET PRESENCE FOR LESS...

“BEFORE IT’S TOO LATE!”

Is it just us, or have we all seen the Manufacturing Industry take one of the hardest hits of any, during this recession?

Even before the economic decline, Manufacturers were notorious for some of the leanest marketing budgets of any industry. Typically, a manufacturing culture emphasizes sales over marketing in challenging times and, production over marketing in good times.

CAUTION!

The one cautionary note to ALL Manufacturers is this, and this is proven... Timing is everything and in the darkest of times, the business that maintains or establishes market awareness, will reap the harvest when the “break-out” occurs! And, according to several economists, ***there are signs of improvement!***

Now, with this message, I don’t expect Manufacturer’s to start beefing up their marketing staff, but I would highly recommend a discussion with us about our

unique strategies and tactics for “current” versus “break-out” market conditions! And, how we leverage “economies of scale” through “tactics integration” to actually **reduce your marketing budget!**

BETTER TO ACT SOONER THAN LATER

So, no matter how long your business has been around, or how you’ve done it in the past, now is the time to consider a fresh approach to market growth with a Tangerine “Integrated Market Strategy”.

It would cost only time for us to speak. I would love to listen to what you have to say, and be very happy to share ideas and techniques that you can use immediately. Our interest is in your success!

Call me at 609-501-6147 to schedule our discussion. ***One hour together could dramatically change your business outlook!***

OTHER TANGERINE STRATEGIES’ SERVICES

Tangerine’s unique approach to strategic, creative and administrative marketing allows you to either maintain or actually increase market exposure for your brand, products and services, while maintaining or reducing expenses!

MARKETING ADMINISTRATION

TANGERINE Strategies can easily assume responsibility for the execution of product or service marketing and launch plans. I, or a seasoned Tangerine

marketing professional will work closely with you on all relevant budget and marketing tactics, and assure that all communications, creative and promotional time lines are met within budget.

MARKETING MENTOR

TANGERINE Strategies can “Mentor” your Marketing or Sales Associates, Managers and even Administrative Assistants, on state-of-the-art and low cost methods, to create and implement professional, high-impact, awareness and lead generation campaigns. This unique service will enable you to engage in more marketing activity than ever thought possible with your existing staff.

CEO MARKETING COACH

TANGERINE Strategies elevates the level of acumen and business engagement with Presidents, CEO’s and Sr. Managers, to stimulate creative thinking for enterprise-wide marketing and product positioning.

Program Flexibility Offers;

- **Turnaround of Business Line or Individual Product Sales**
- **New “Concept to Product” Strategies**
- **Market Launch of Newly Developed Products or Services**

This program is offered both on-site and virtually, with regularly scheduled power meetings that typically run 60 – 90 minutes.

Either I, or a seasoned Tangerine Strategies Market Strategist will become your “Marketing Accountability Partner”.