

# Marketing and growth for your firm. Ingenuity Marketing Group partners with BKR.

## Marketing Counsel

Leverage the skills of a senior marketing director on a fee-per-month basis. Don't let resources and reduced staff limit growth strategies or implementation of critical marketing projects.

## Marketing Projects

Work in the trenches with a talented marketing and communications team to create a Web 2.0 connected website or set up a competitor secret shopping campaign. Be the referral of choice through public relations and develop your people for future leadership. Let Ingenuity power up your professionals through targeted marketing campaigns.

## Marketing Planning and Implementation

Ingenuity helps you clarify the best use of marketing dollars by designing a tailored and comprehensive six-month or annual marketing plan. Let our people get it done for you or with you.



## Ingenuity also offers:

Training in business development and selling to the C-Suite, how to motivate younger workers, proposal writing, media relations and crisis PR, social media marketing and competitive differentiators, to name a few. Request our Driving Rain™ training catalog.

InGenius Review, a bimonthly e-newsletter and blog of use-it-now marketing strategies.

Marketing Your People, a microsite with tools and articles on how to market professionals.

PowerUp! (The PUB), a blog which focuses on ways to “power up” for young professionals.

Check it out!

InGenius REVIEW Blog  
READ OUR NEWSLETTER ONLINE



B K R  
INTERNATIONAL

## Members receive:

- 20% discount on your first project with Ingenuity Marketing Group.
- Regular discounts on products, including LinkedIn training, e-books and other kits to assist you in marketing.
- \$500 discount on selected training webinars (contact Ingenuity for our BKR webinar list).
- Free online tips and resources available from our website Tool Kit.
- A free subscription to InGenius Review and free content to use in your communications.