

Crescent Advisors Announces New Marketing Express Offerings to Help Small and Medium Businesses Accelerate Revenue Growth

These new marketing services offer growing small and medium business (SMB) a pragmatic, affordable approach to sharpening their competitive differentiation. Competitive Advantage Express and Messaging Effectiveness Express help businesses with limited marketing resources develop a compelling customer value proposition and cross-touchpoint communications plan to deliver a branded customer experience.

SOMERVILLE, Mass. ([PRWEB](#)) November 29, 2018 -- Crescent Advisors (CA), a marketing services company specializing in small and medium business (SMB) revenue growth solutions, announces Competitive Advantage Express and Messaging Effectiveness Express. These two new services help B2C and B2B businesses attract and capture new customers and markets. The Express packages are based on streamlined processes and tools that help companies with limited resources and marketing expertise implement best practice customer growth programs.

Crescent Advisors has decades of experience creating value propositions and communications strategies for global market leaders and SMB companies. “We have developed a cost-effective, templated process to help companies quickly and affordably differentiate themselves in a changing competitive landscape,” said Margaret Young, Managing Director, Crescent Advisors.

Competitive Advantage Express helps businesses develop a unique value proposition with key benefit messages for customers, employees, investors and stakeholders that drive the business plan, marketing strategy and customer experience. It is designed for small and medium-businesses who need to:

- Grow top line revenue, acquire new customers or enter new markets
- Increase customer loyalty and share of wallet
- Better communicate a differentiated business proposition to investors

Messaging Effectiveness Express helps companies ensure that their value proposition is consistently communicated across all channels and customer interactions. It is designed for small and medium businesses who have a clearly defined value proposition but:

- Struggle to get their message heard in the market – on and offline
- Want to leverage content marketing to generate demand
- Lack a communications plan that engages customers

“In a June 2018 Kabbage poll, small business owners said that marketing is the most underinvested area, yet the most important for growth. Our Express packaged offerings integrate a templated process with decades of hands-on marketing experience that can be implemented quickly and affordably,” said Wendy Vincent, Managing Director, Crescent Advisors.

To learn more about Crescent Advisors Marketing Express offerings, please visit <http://www.crescentteam.com/services.html>



About Crescent Advisors: Crescent Advisors (CA), a boutique growth strategy consultancy providing a range of services to help small and medium businesses, public sector agencies and non-profits grow revenue and deepen customer relationship implement successful growth strategies.



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