



Blackstone helps *grow* your business.

BLACKSTONE
Marketing Strategy & Tactics

*“The business of nature and
the nature of business is to grow.”*



creative work

THAT WORKS

BLACKSTONE
Marketing Strategy & Tactics

NEED FOR CREATIVITY

There's a desperate need for creativity in business. We're not talking awards. We're talking results. Creativity permeates Blackstone, from our business consultants specializing in strategic planning to our designers, writers and digital media developers focused on effective tactics. Let's face it – too much of business today is boring. And, if you want your prospects to notice you, then look for creative marketing strategies and tactics that work.

*"If you keep on doing
what you've always done,
you'll keep on getting
what you've always got."*

– Anonymous

Services

Business Strategy
Market Research
Marketing Planning

Print Materials
Website Development
Public Relations
Advertising



strategic insight
TO GROW YOUR BUSINESS

Too many people confuse strategy and tactics. They're not the same. Strategy is abstract; tactics are concrete. Strategy is the approach; tactics are the execution. Sound strategy creates an essential foundation for tactics.

That's why, at Blackstone, we place as much importance on helping you put together a comprehensive, well-thought-out strategic marketing plan as we do the tactical implementation of that plan. Both are essential to grow your business. And, you'll find both at Blackstone.

"No problem can stand the assault of sustained thinking."

– Voltaire



tactical implementation
THAT DELIVERS RESULTS

Let's say you already have a sound strategic business or marketing plan, but aren't getting the results you were hoping for. Perhaps your marketing communications could use improvement. Tactics such as brochures, web sites, advertising, mailers, and public relations all require proper targeting, clear and compelling messages, and consistent branding to be effective. Blackstone can help change the course of your organization with tactics that break through the clutter and reach your audience.



Blackstone is different

WE WORK DIFFERENT.

You won't find our team in a typical office complex – we're virtual. Connected by high-speed Internet throughout the country, Blackstone is an A-Team of experienced professionals who have succeeded on their own.

WE CHARGE DIFFERENT.

Because of this unique virtual business model, we don't have the high overhead of a traditional consulting or advertising firm. We easily assemble the team to meet the specific needs of your organization.

WE TALK DIFFERENT.

Blackstone has a culture of openness and trust where thought-provoking questions are more highly valued than marketing-babble answers. We challenge the status quo while admitting we may not readily have the answers – but we'll find them.

WE THINK DIFFERENT.

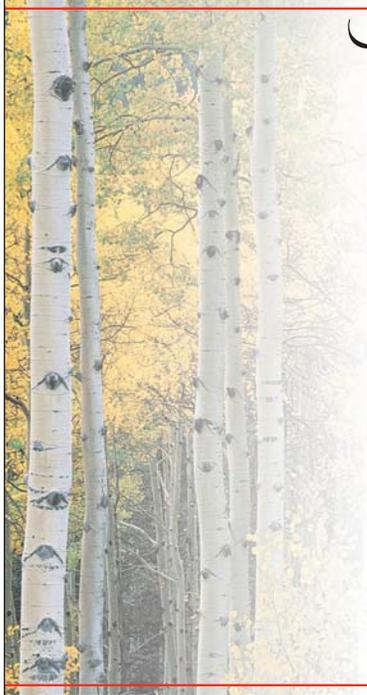
Creativity is a journey of discovery. We embrace the unknown to discover new markets, new products, and new messages to help our clients grow. Let's be honest: who knows what our business will look like in 10 years?

WE ARE DIFFERENT because the soul of Blackstone is different. For us, the core purpose of business is not to make money but to serve one another. Yes, we enjoy making a profit – who doesn't? But, that's not what drives us. We're driven to serve our clients, to see their businesses grow, to see the creation of jobs, products and services in ways that will enrich our world.

*Let's talk and see if we're a fit
with your organization.*



Let Blackstone help *grow* your business.



Give us a call, drop us an email,
or visit our website.

Let's grow together.

BLACKSTONE
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