

Savvy Marketing Group Posts Strong Growth in 2009

RESEARCH TRIANGLE PARK, N.C. - Savvy Marketing Group announced the close of a strong year with revenue growth of nearly 50%. With a down economy, companies turned their focus on strengthening relationships with customers, outsourcing key marketing projects, and focusing on honing their presentation and sales skills.

"In down economies, companies look closely at their marketing resources," said Grace W. Ueng, CEO of Savvy Marketing Group. "Many realize that tough times are actually the best times to market a business. Many companies were able to step back to evaluate their customers, as well as concentrate efforts on tightening compelling messaging. We've doubled our consulting capacity and served in interim marketing leadership roles for those companies not ready to add headcount. We were also asked to conduct research for companies wanting to take a closer look at the health of their business - from net promoter score studies to assessing game changer market opportunities to bring in incremental revenue."

"I have come to count on Savvy Marketing Group as my 'go to' marketing resource," stated Sean Murphy, Vice President of Marketing, Sales, and Business Development at venture backed NeoNova Network Services in Morrisville, NC. "From calling on them initially for a quick turnaround project for our annual customer meeting, then managing quantitative customer research and a best practices study, to serving as our outsourced marketing team, I have appreciated their thoughtful counsel, ability to turn around quickly on deadlines, and produce quality work. I highly recommend Savvy Marketing Group."

Another Savvy client had different needs. "We engaged Savvy Marketing Group to assist us in confirming our strategic direction and to explore requirements for faster and broader adoption of our products, said Ron Raup, CEO of MakeMusic, a publicly traded educational music software company headquartered in Minnesota. "After evaluating several options, we selected Savvy Marketing Group. They clearly demonstrate an ability to quickly understand and embrace a project, and then deliver results on time and within budget. Their work clearly met our objectives."

About Savvy Marketing Group

Founded in 2003, Savvy Marketing Group, LLC is a leading consulting firm, headquartered in Research Triangle Park, NC, that uses proven methodologies to help new ventures within Fortune 500 companies as well as early to later stage ventures maximize their chances for success. In a recent survey, 100% rated overall value to their business provided by Savvy as either 'very high' or 'high'. Savvy Marketing Group principals each have extensive industry experience and collectively serve the technology, healthcare, consumer, education, and financial/business services sectors offering Resolute Ventures™ and Chief and Crew for Hire™ services.