



CMG Partners

STRATEGIC MARKETING CONSULTING



ABOUT US

Strategic Thinkers with a Bias for Results

CMG Partners is a strategic marketing consultancy that's big on ideas — ideas about opportunities, insights, capabilities and results. At the same time, we know ideas aren't worth much without actions to back them up. Which is why our ideas always come from a well-grounded understanding of how to make things happen – and the ability to do it. From analysis to implementation, we don't just think and plan, we do.

Experts at Helping Businesses Succeed

Since 1998 we've helped dozens of companies of every size and type launch new products and services, refine brands, capture growth, discover markets, and identify customers, as well as fine-tune their marketing and sales efforts for increased efficiency and improved results.

Our Clients Say it Best

Our client list is full of long-term partners. When they talk about our work, they use words like “comprehensive,” “holistic,” “rigorous,” and “smart.” “Strategic thinkers with a bias for action and results,” is how one client put it. And we couldn't agree more. A few representative clients include:

- Blue Cross Blue Shield of NC
- Böwe Bell + Howell
- Cendant
- Clearwire
- Comcast
- Equinox Fitness Clubs
- General Ecology
- Intersections
- Kenan-Flagler Business School
- Leica Geosystems
- Marriott International
- MCI Communications
- Network Solutions
- Nextel
- NII Holdings
- O2
- Raritan Computer
- RealBenefits
- Sainbury's
- Salient Stills
- Sentillion
- Skillspoint
- Sprint
- Tauck
- VeriSign
- Virgin Media
- Visage Mobile
- Weather Bug
- Wei East
- XM Satellite Radio

Work with us and you'll find we're a fact-driven, results-focused, team of industry experts, marketing gurus, and seasoned managers ready to do whatever it takes to help make your business better — and turn your aspirations into bottom-line results.

Atlanta | Boston | Durham | New York | Philadelphia | Washington DC



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OUR SERVICES

At CMG Partners, we excel at combining strategy and execution – delivering both fact-based ideas and the actions that make them real. That's how we successfully solve the problems you face whether it involves launching new products, improving your sales and marketing performance, or building a more powerful brand.

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Marketing Strategy: *Finding opportunities - Delivering results.*

Not merely strategic planners, we work with clients throughout their product and customer lifecycles - from helping to identify, evaluate and exploit new market opportunities to refining and re-energizing existing businesses, brands, and strategies.

Brand Strategy: *Strengthening your most valuable business asset.*

More than a great design or clever slogan, a powerful brand is a compelling customer proposition that generates significant bottom line returns. We work hand-in-hand with our clients to bring focus and differentiation to brands, whether in the context of launching a new brand or revitalizing an existing brand.

Go-to-Market: *Transforming ideas into results.*

We have helped clients launch dozens of new products, scores of critical initiatives and brands - and even a few companies. We understand the go-to-market process and its potential pitfalls. And we're ready to turn that understanding into action in ways that truly set us — and you — apart from the competition.

Marketing Performance: *Linking marketing activities and business outcomes.*

Marketing Performance strikes a delicate balance between art and science to create programs that meet measurable business objectives. We take a holistic approach towards improving an organization's marketing performance to assess, diagnose and continuously improve the client's marketing performance.

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CONTACT US

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