

EXPERT ADVICE ON...

Taking your marketing up a notch — from good to great

When companies seek growth and greater return on their marketing and advertising investment, PENTA Communications can help them achieve their goals

Marketing is both an art and a science. I rely strongly on experience, knowledge and gut to get our clients to the next level

There is one consistent challenge that rings true for every business and organization in all industries

nationwide — how to achieve the best results from their marketing and advertising programs. Deborah Penta, CEO of PENTA Communications Inc., has been helping clients meet that challenge and bring their companies to the next level for the past 20 years. Many of Penta's long-time clients call her a "marketing genius," because of her ability to size up a situation accurately and devise a powerful, integrated strategy that will quickly put them on the right track for growth. Drawing on her extensive international and domestic experience, Penta is always thinking of new things that her clients can do to generate more awareness for their companies. PENTA Communications Inc. is a full-service, integrated marketing firm specializing in a myriad of services, including: strategy development, creative services, media planning and buying, print design, broadcast media, public relations, customer retention programs and more. PENTA can also help clients meet one of the biggest marketing needs today: Internet services, including Web site design and development. Deborah Penta is recognized nationally for her marketing expertise throughout many leading industries. She frequently speaks at conferences and symposiums and has also shared her expertise through her published works and papers relating to marketing topics of concern to CEOs. To cite just a few examples, she has participated in events sponsored by Inc. magazine, the American Management Association, and a myriad of industry specific growth conferences. "Helping our clients get from good to great is the most fulfilling part of my job," says Penta. "We strengthen our relationships and become a corporate lifetime partner." PENTA Communications services clients all over New England, as well as outside of the region. And, although her firm continues to expand throughout New England, Penta maintains a strong commitment and investment in the Corridor Nine area, promoting the region's growth with continuous marketing support. Clients who turn to PENTA as their marketing partner quickly recognize the difference in working with the company — from the thorough initial meetings to the continuing strong support throughout the client relationship. For most clients, PENTA is their last stop. With a brand promise to its clients of achieving marketing greatness, the firm works very hard to help companies get to that next level — whatever that may be. The premise on which PENTA builds its success is a simple one. It starts by realistically evaluating clients' goals and then offering sound advice and creative solutions tailored to their unique needs. There are no "cookie-cutter" marketing answers at PENTA Communications, Penta stresses. The company then makes sure clients continue to stay ahead of the marketing curve by keeping abreast of trends and technologies and keeping current with each company's evolving needs. To that end, PENTA offers an array of marketing surveys and customer feedback analyses enabling each business to track its overall strengths and weaknesses and identify missed opportunities. "Marketing is both an art and a science," says Penta. "I rely strongly on

experience, knowledge and gut to get our clients to the next level. Clients come to us looking for help because they seek greater results. We look at what they are doing and where they are investing their efforts. Then we work diligently to devise a stronger program, using the same investment. You'd be surprised at how much we can do to help." PENTA Communications Inc. is headquartered in Westboro. Its Web site is www.pentamarketing.com. ○

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Info: PENTA Communications, Inc., a full service integrated marketing firm, specializes in a myriad of services including creative, media, web design and development, event planning and public relations.