



Master Strategy

Grow Profitably.

B2B Marketing Agency for Service Providers Expands in California and Oregon

MASTER STRATEGY's outsourced marketing services now more-widely available

Ashland, OR – December 1, 2011—MASTER STRATEGY (web: masterstrategy.com), a leader in providing B2B marketing services to companies that sell services is pleased to announce their expanded geographic service area throughout the states of California and Oregon. In its successful 18-year history, MASTER STRATEGY has served clients primarily in the San Francisco Bay Area and Metro L.A. The company has now geared up to serve clients in both California and Oregon, with a focus on the metro areas of Los Angeles, Orange County, San Diego, San Francisco, San Jose, Sacramento, and Portland.

"The need for what we offer—strategic planning facilitation, B2B marketing strategy, and outsourced marketing services—is almost universal for companies that sell services business-to-business," said Susan Unger, President of MASTER STRATEGY.

Although numerous individuals and agencies in California and Oregon specialize in B2B marketing, few if any specialize in service-providing companies, vs. product manufacturers. That's an important distinction, according to Unger. When a company is selling services or solutions, customer relationship development is often a critical part of the equation. "Rather than simple transaction, a commodity, service providers are selling the capabilities of their team. This requires a different marketing approach."

For more information on MASTER STRATEGY's approach to B2B marketing communications for service providers, go to: www.masterstrategy.com/marketingcommunications

About MASTER STRATEGY

MASTER STRATEGY is a results-generating B2B marketing agency specializing in serving companies headquartered in California and Oregon that sell services business to business. We excel at assisting professional services, technology services, financial services, and other service-providing companies that sell B2B to build customer relationships, gain new customers, and grow profitably. In addition to strategic planning facilitation, B2B marketing strategy, and B2B market research, MASTER STRATEGY offers clients the convenience and cost-savings of comprehensive outsourced marketing services.

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