



CHOOSE STRATEGIC WISDOM OVER TACTICAL EXPEDIENCY

Want to transition from short-term wins to a steady trajectory of growth and success? Time to consider Angelo Ponzi as your Fractional Chief Marketing Officer or the expertise of CRAFT for any essential marketing projects.

Consider the stakes: Your upcoming strategic choice may determine whether your company thrives or flounders. Why gamble on untested marketing 'experts' when you can confidently rely on the seasoned expertise of a CMO or trusted partner who truly comprehends effective marketing strategies?

BOOK A CALL WITH ANGELO PONZI TODAY
☎ 949-357-9547 ✉ aponzi@craftsmail.com
www.craftmarketingandbranding.com

Are you facing challenges such as:

- Absence of a targeted strategic marketing blueprint
- Losing pivotal clients to competitors
- Subpar lead generation performance
- Unfocused messaging across platforms
- Necessity to penetrate new or adjusted markets for expansion
- Experiencing sales declines from key customers
- Sales team effectiveness concerns and/or high turnover rates
- Seeking deeper insights into market opportunities (TAM, SAM, SOM analysis)

If you said "yes" to any of these, a Fractional CMO or CRAFT could be the solution to these hurdles and drive your business toward growth & success.

EXPERT STRATEGIC MARKETING LEADERSHIP

With over 25+ years of experience in strategic planning, Angelo Ponzi brings a depth of knowledge that surpasses mere tactical approaches. He understands that strategies are the bedrock upon which effective marketing tactics are built.

Angelo has a proven track record of helping businesses grow, with success stories ranging from capturing \$14 million in new business for a tech company to helping grow a company's sales by 70%.



THE ANGELO PONZI & CRAFT ADVANTAGE

Expert Marketing Leadership.

Navigates you through the how-to, going beyond merely prescribing actions.

Innovative Brand Architecture Development. Infuses vitality, shapes brand identity, harmonizes messaging, and fine-tunes competitive edge of your business.

Strategic Master Planning.

Designs comprehensive marketing, branding, and revenue escalation blueprints that chart your course to success.

Insight-Driven Decision

Making. Empowers you with actionable intelligence that propels informed decision-making.

Tactical Implementation

Oversight. Orchestrates the planning, execution, and management of tactical campaigns.

Competitive Analysis.

Deconstructs your competitive messaging in order to reconstruct your position in the market.

Strategic vs. Tactical

Approach. Prioritizes foundational strategic plans, while many consultants focus on flashy tactics.

Advanced Research & Predictive Analytics.

Leverages qualitative & quantitative research to steer your marketing endeavors.

Product Introduction & Market Penetration Strategies.

Your ally in unveiling new offerings and securing your market position.

Proven Business Growth.

Proven track record of driving sustained business growth differs from consultants who may achieve quick wins but lack a history of long-term success.



Executive & Fractional CMO Roles

PayNation

Quest International

Bob's Watches

UrthPact, LLC.

NoticeNinja

Achieve Internet

Nomad CMS

Dekra-Lite Industries

Primero Systems

PATH2HappiSuccess

Strategic Advisor and acting CSO/CMO for National Merchants Association

EVP, Marketing, and Client Service for Open Minds/RPA

CRAFT

was formed on the premise that building a successful and enduring brand requires a strong foundation and the science, art, and skills of strategic architects. **Reach out today!**

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