

TR Mann Consulting

www.TRMann.com

410-292-4333

Capabilities

Our areas of expertise include:

Brand and Market Strategy

- Business Plan Development
- Feasibility studies
- Competitive analysis
 - Pricing Strategy
 - Market research and segmentation analysis
 - Survey creation
 - Focus groups
 - Mall intercepts
 - Phone surveys
 - Mailed surveys
 - Web surveys
- Marketing partnership development
- Affinity advertising partnerships
- Link exchanges
- Content sharing
- Development of metrics, including ROI, used to improve performance as well as allocate resources

Marketing Communications

- Advertising
 - Newspaper advertising
 - TV advertising
 - Infomercials
 - Direct Mail
 - Magazine advertising
 - Web design

SEO (Search Engine Optimization)

Blog

Signage

Customized/Branded Media

Creation of branded newspapers, magazines, and websites – turning your company into a publisher as opposed to an advertiser

- Media placement
- Brand development and positioning
- Naming
- Logo development
- Icon development (real estate and sales offices)
- Tagline and slogan creation
- Mission statement definition
 - Brand mantra creation
 - Employee implementation
- Media Relations
 - Public Relations
 - Crisis Management
- Point of Purchase/Store Design
 - Welcome Centers
 - Video kiosks
 - Displays

Product Innovation

- Repositioning
- Product brainstorming

Customer Relationship Management

- Appreciation programs
- Loyalty programs
- Sales events
- Sales training
- Creation of sales programs and tracking systems

Demographic Analysis

- Population and household trends
- Projections of housing needs
- Age Distribution
- Income information

Competition Analysis

- Data on age and housing conditions
- Assess the need for transitional housing amongst seniors and supportive services
- Assess the current facilities – competition analysis (Cost, vacancy rate, services provided, etc).
- Assess the current facilities in competitive area (Cost, vacancy rate, services provided, etc)

At TR Mann Consulting, we're firm believers that you can't be an expert at everything. This is why we incorporate a wide network of experts from every field. This coordinated approach to problem solving creates a first-class team.