



ENDRESULTMARKETING.LLC

Nurture Marketshare. Network Mindshare.™

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NEW FIRM COMBINES NURTURE MARKETING AND SOCIAL MEDIA

MADISON, Wis. (Oct. 29, 2009)—Two local marketing professionals have teamed up in a new firm, End Result Marketing, LLC (www.endresultmarketing.com) to offer nurture marketing and social media services. The company serves business clients in manufacturing, and financial and professional services, developing original content and sharing it across multiple channels to attract customers.

“New approaches to marketing are critical for businesses,” says Doug Tangwall, founder and nurture marketing strategist. “The problem is that the sales process has changed. Most of us educate ourselves about products now, using the Internet. The most commonly asked question is, ‘Whom do you recommend?’”

“To be at the top of the list, business leaders must improve their educational content, such as blogs, podcasts, articles and presentations, and share it with prospective buyers—where and when they need it,” Tangwall says. “End Result brings objective experience and solves constraints of time, resources and skill sets, using a straightforward approach: We help educate, engage and differentiate to create an environment where businesses thrive.”

Nurture marketing builds relationships by delivering relevant information to targeted audiences. For example, a bank or real-estate company could educate prospects about how to buy their first home. “Customers respond when you focus on their success,” Tangwall adds.

“Social media are key tools for businesses to build connections and hold conversations with current and potential buyers,” says Wendy Soucie, marketing and social media strategist. “The core strategies behind nurture marketing and social media are cost-effective and complementary.”

“We’ve developed and executed marketing strategies for banking services, healthcare and nonprofits in the business-to-consumer arena. Our business-to-business experience includes industries such as financial services, insurance, manufacturing, marketing, professional services, technology, trade associations and travel,” Tangwall says. “Our background allows us to adapt quickly to the challenges of new industries and audiences,” notes Soucie.

Two educational presentations are available on the company’s Website, *Is Nurture Marketing Right for Your Business? 11 Questions* and *Social Media: Pitfalls, Profits and Potential*.



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About End Result Marketing

End Result Marketing, LLC, headquartered in Madison, Wisconsin, provides services for nurture marketing strategy and execution; social media assessment and action plans; original research; product development; thought leadership; and staff training.

Doug Tangwall founded End Result Marketing, LLC, in 2009. Tangwall has a track record of significant accomplishments in marketing, financial services and insurance.

He has written articles for more than 50 financial industry publications and also has authored numerous research reports, including *Marketing by the Numbers*, *The Case for Checking Accounts*, *Differentiate Your Financial Institution with Award-based Marketing* and *Nine Rate-Setting Rules That Have Changed*.

Prior to starting End Result Marketing, Tangwall held research, marketing and product management positions. He served as director of product research and market planning for a national financial services firm.

Shortly after forming the company, Tangwall formed a strategic alliance with **Wendy Soucie**.

Soucie, a connected and innovative social media and marketing professional, helps clients increase sales by integrating and executing social media strategies. Her approach spans customer service, product development, human resources, management, sales and marketing.

Soucie is a founding member of the Social Media Academy (www.socialmedia-academy.com), a group that identifies and teaches best-practice methodologies for applied social media. She earned the academy's Certified Social Media Consultant designation and, along with nine other members, formed the Black Diamond Group. She is a featured national writer, blogger and speaker on marketing and social media strategy and tools.

(Photographs available upon request)

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