

CORPORATEPROFILE



Christine Brown, president of Marketing Resources & Results, worked for Hasbro and Rubbermaid before starting her firm.

Marketer gets niche firms noticed

Marketing Resources & Results in Hudson draws from experience

By Ann-Margaret Sebota
Beacon Journal business writer

Sometimes the smallest and most specialized companies need a little help getting noticed.

And who better to help them than someone who once did marketing and branding for G.I. Joe, Transformers and Playmobil?

Christine Brown, president of Marketing Resources & Results in Hudson, was a brand manager at Hasbro before moving to Rubbermaid by direct efforts for its Little Tikes division.

But in the late 1990s, she decided she needed a change.

"I just kind of got to a point where I felt I could make a difference with a variety of companies and not just one corporate client," Brown said.

For some clients, the right

marketing can mean the difference between fortune and fading.

Brown and a team of three other employees develop marketing strategies for dozens of companies in Northeast Ohio, and even a few from out of state, from their tiny office tucked away in a nondescript brick building in Hudson.

Brown said every client has a unique niche, like John Gughotta, an Akron patent attorney who specializes in engineering and works with a lot of Russian clients.

"There's a lot of lawyers out there," Brown said. "But he's able to really service that population."

Brown's goal is to find and target the people who need those services but who didn't know where to look. She said it's about finding what makes a client unique.

It's a philosophy that has also worked for McKay Insurance Agency Inc. in Akron, which specializes in providing insurance to

Marketing Resources & Results

Location: 76 Maple Drive, suite 28, Hudson

Employees: Two full time and one intern

President: Christine Brown

Web site: www.Resources-Results.com

Highlights: Brown set up her firm in 1998. Seven years later, the company is the No. 3 return on Google's search engine for the query "results for marketing and branding."

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commercial embroiderers.

"They understand the special challenges of leasing those expensive machines and what insurance is necessary," Brown said. "We've helped them to identify prospective customers because, again, there's a lot of insurance agencies out there, but if you are a commercial embroiderer, you want them."

Marketing Resources & Results provides a wide range of services from developing entire ad campaigns to designing Web sites and helping clients find the best person to create and maintain them.

Brown describes her job now as the best of both worlds. She gets to use the successful marketing tools she developed over the years, but now she's her own boss.

Now, she has the freedom to tell the president of a company what she thinks is the best way to go and what just won't work.

Brown works with companies that typically have between \$5 million and \$75 million in sales but that don't have their own marketing department.

"We step in as their marketing department," she said. "A lot of places have a staff, but they need direction."

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