

## About Us

Sideways Marketing is run by Allison (Ali) Crook

I am here to work in the field I enjoy most - marketing - to assist businesses with planning and implementing their growth plans. With a background in the event planning, advertising sales and marketing as a business owner and advertising manager within the legal industry, I understand the day to day challenges faced by business owners to find and bring in new clientele regularly. I myself face many of the same challenges as other small business owners; where to find new clients, how to make them happy in order to keep them as customers, how to ask for and receive referrals, what kind of tax plan should I have, do I need a bookkeeper or should I do the books myself, when can I afford to hire more employees or give my employee a raise, what are the laws involved with hiring employees, what kind of insurance should I have? These are all integral questions that pop up in our day to day business experiences. I am here to learn for myself - but also to share the resources I find with other businesses. My goal is to work cost-effectively as a hands-on marketing consultant with anyone who is ready to put a deliberately planned and aggressive business marketing plan to the test. Business Administration and marketing go hand in hand with business growth so I have taken the time to learn about, and share valuable information and resources I find, on both subjects. It is an ongoing project. My Marketing Consulting starts with a one-on-one consultation with each potential client, to determine the specific marketing needs and set goals, asses current marketing program and determine which markets and venues have worked successfully in the past. Then I will create a customized marketing plan proposal and budget based on those priorities and goals. Following a timeline, and according to a set budget - I pursue each project while coordinating the overall brand image that we have determined is best for each company.