



## Bringing Fresh Messaging and Marketing to a Performance Strategy Specialist

### AT A GLANCE

#### Challenges

- Update brand messaging and create a new website.
- Guide the creation and launch of the new branding.
- Plan Creter Group's 20<sup>th</sup> anniversary promotion.

#### Benefits

- Working with Loraine as their fractional CMO, Creter Group quickly adjusted their messaging for new market segments. Loraine also provided sales guidance and tools, as well as content expertise and introductions to potential partners and prospects.



"I knew going into the end of 2024 that I wanted to shift our focus a bit about what we do. We had not had a formal marketing group or effort prior to this; everything had been organic."

**Christine Creter**  
Founder

### BACKGROUND

Founded by Christine Creter in 2005, the Creter Group specializes in corporate performance improvement, focusing on employee engagement, team building, and leadership development. The company saw organic client growth and an expansion in offerings from pharmaceutical product launches and major-event planning – their mainstay – to working with HR managers and executives on strategic corporate training programs, curriculum redesigns, and learning programs that build employees' essential skills.

### CHALLENGES

With Creter Group's 20<sup>th</sup> anniversary on the horizon, Christine acknowledged the need to update Creter Group's brand messaging and create a new website. She engaged Loraine Kasprzak and Advantage Marketing in mid-2024 as the company's first-ever marketing agency to work on brand message development, guide the creation and launch of a new website, and plan Creter Group's 20<sup>th</sup> anniversary promotion.

*"I knew going into the end of 2024 that I wanted to shift our focus a bit about what we do. We had not had a formal marketing group or effort prior to this; everything had been organic," said Christine.*

### THE PROJECT

Loraine prioritized the marketing activities needed to help build greater awareness of Creter Group, coordinating all tactics over a six-month period. The existing website did not match the company's new direction and deliverables, and Christine wanted to incorporate a 20<sup>th</sup> anniversary campaign.

- In addition to needing new messaging, Loraine noticed there was no SEO in place; the old website was not being crawled by the search engines and therefore, was not being found easily by prospective clients.



## CASE STUDY



“Loraine listened to our needs and didn’t push any ideas in advance. She created carefully targeted marketing assets specific to us, which I really appreciate. Working with Loraine has opened the portal to effective marketing to build our future.”

**Christine Creter**  
Founder

Loraine began with the website, guiding the entire process, from sourcing and recommending a different website platform that could be well optimized through copy development to reflect Creter Group’s programs and expertise.

While the new website was being built, Loraine mapped out the 20<sup>th</sup> anniversary campaign, which included logo design (that incorporates the existing company logo into the artwork) and a give-back element for nonprofit organizations to celebrate Creter Group’s milestone. She trained a team member on how to build strong posts, use LinkedIn effectively, and build a landing page for the campaign. The landing page lays out everything the program offers, the criteria for consideration, and the application.

*“In honor of our 20<sup>th</sup> anniversary, we are giving away five leadership or team effectiveness programs for up to 10 people, which can be used for boards, teams, or leaders,” said Christine.*

## RESULTS

The company is currently reviewing the applications for the complimentary development training, has a vibrant 20<sup>th</sup> anniversary logo, a fresh website that clearly lays out all Creter Group services, and a strong foundation for future marketing efforts.

**Could your firm benefit from working with a fractional CMO? Contact us at [Info@Advantage-Marketing.com](mailto:Info@Advantage-Marketing.com) or 908.233.6265.**