



"The Business Journal" Publishes Growth Story

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Innis Maggiore Attributes Performance to Positioning

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With positioning as its foundation, Innis Maggiore continued its string of profitable years, added 12 clients in 2010 and developed a record number of strategies involving online tactics, says Dick Maggiore, CEO.

“Positioning is part of our DNA” and the single most powerful concept in marketing, Maggiore says. “It drives everything we do to market our clients, their products and services, and it guides the way we market our own business.”

Innis Maggiore also expanded its PositionistView blog, adding more content delivered monthly to a growing number of readers. “The results of this are quite evident, as we received the largest number of inquiries in a single year from prospective clients who first found us online,” Maggiore reports.

The advertising and public relations agency had 2010 capitalized billings of more than \$21 million.

Key clients include Alside, Aultman Health Foundation, Bank of America, Gerber Poultry Inc., Goodyear, GuideStone Financial Resources, Nickles Bakery, Progressive Foam Technologies, RTI International Metals, Republic Engineered Products and Shearer’s Foods Inc.

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