

Marketing Strategy

With the new office in Seattle, we need to look at innovative strategies to promote our services to new and existing customers in this region.

For each strategy we need to consider the full implications of tangible and intangible costs, budget, promotions, marketing etc.

Everyone is encouraged to participate, regardless of location or position.

We also need to look at strategies to increase existing business for the rest of the company, for both the Tolano Adventures and Tolano Environmental Consulting divisions.

We encourage everyone to put on their proverbial thinking caps and submit ideas to us no later than July 31st. This will begin the process of gathering information for our staff planning session scheduled in November.