

Architecture/Engineering Firm

# Gets Focused

Cedar Rapids-based Howard R. Green asked The Whetstone Group to help them expand their reach into a relatively new target market. Whetstone facilitated a planning session with their team of professionals to focus their marketing efforts and determine how to engage companies in this market. Once the plan was in place, we continued working with the firm to assemble prospect lists, develop an effective direct marketing campaign and put together compelling messages to help them open the door in this new market.



*“Whetstone helped us focus our thinking and put our marketing plan into action.”*

**The Whetstone Group**

*Growth Tools for a Competitive Edge*

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