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Creor Group provides successful marketing consulting and communications solutions that enable maximum ROI.

marketing and sales
process/skills workshops



marketing methodology



new product/service
launch process



agency services



Success is Never Accidental

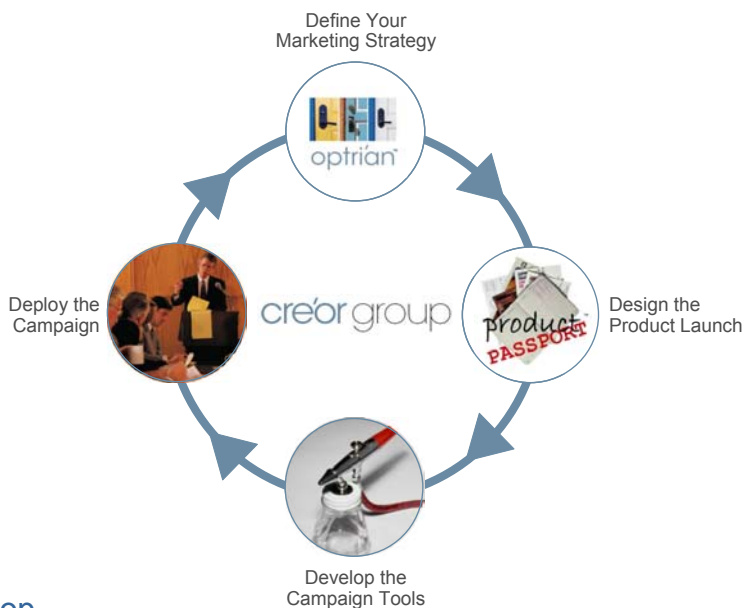
Creor Group unites an effective marketing methodology, product launch system, process enhancement workshops, and organizational development with a network of web-, design-, and PR partners to maximize the effectiveness of business marketing programs. Our tools, methods, and processes enable business leaders to architect repeatable marketing success and achieve higher marketing ROI.

Define

Using Creor Group's Optrian™ Marketing Method, we help companies define winning marketing and campaign strategies.

Design

Product Passport™ is Creor Group's closed-loop product and campaign launch process that grants entry to the market by articulating positioning, messaging, and brand identity, and formulating an integrated marcom plan.



Develop

The Creor Group Associates are a network of talented marketing communications specialists that use the Optrian-based Product Passport integrated marcom plans to develop appropriate tools used in product or campaign launches.

Deploy

Effective marketing includes preparing the sales channel with tools and training, then measuring success and improving processes based on continuous feedback and experiences. Creor Group's marketing, sales, and product delivery workshops enable organization and process improvement for greater results.

Optrian™ Method



optrian™

More than 65% of a buyer's decision criteria is unrelated to the product's features and benefits.

Creor Group's Optrian Marketing Method recognizes that buyers and influencers pass through three decision gates before making a purchase – the Logical Gate, Similarity Gate, and Emotional Gate.

The Optrian method is the decision-gate key, enabling marketers to create strategies and sales channel tools that identify how a prospect decides what to buy, from whom to buy, and when to buy.

Product Passport™

How you go to market can save you from a warehouse of scrap brochures, unfulfilled sales goals, and missed opportunities.

Creor Group's product launch process is the passport to your market success. The Product Passport provides a process framework, tools, and templates to build a database, strategies and plans for a successful product-, service-, campaign-, or company-launch.

Based on the Optrian Marketing Method, it is a five-step closed-loop product launch solution that prepares your channel for maximum results.



Market Research

We conduct primary research to fill in the gaps in your Product Passport database.

Product Delivery Risk Reduction

Teamed with Stephen Rowe & Associates, we deliver an interactive workshop that helps companies effectively deliver new products to market, reduce resource waste, and improve ROI.

Cross-functional participants identify pitfalls in your new product delivery process, examine causes/effects, and propose possible remedies.



Marketing Effectiveness Audit



This workshop is offered to help marketing and sales organizations assess the effectiveness of their current marketing strategies, tools, and collateral.

Participants will determine how to improve their current marketing programs using the Optrian™ Marketing Method.

Marketing and Sales Boot Camp

Facilitated with Insight, a sales and personal growth organization, the boot camp is aimed at executives and managers leading or building a marketing team, sales team, or launch campaign.

This workshop is ideal for organizations that need to bootstrap a marketing and sales team, reorganize for better performance, unify diverse programs and methodologies into a single process, or prepare for a major campaign or product launch.



team development

Marketing and Sales Training

It's a crowded market. You need to stand out.

We can prepare your marketing and sales team to outperform the competition.

We help you with pre-launch product training to ensure your channel is ready to go. Using the Optrian Method and Product Passport, your sales team becomes your ambassadors to the market.

Periodic skills assessment and refreshers are important even for seasoned organizations. With Michael Johnson Sales Solutions, sales and marketing teams are put through coaching on the selling process that compliments the Optrian Marketing Method.

Advanced selling and marketing techniques based on Neuro-Linguistic-Programming (NLP) brings a sophisticated, effective approach to communication and selling.

agency services

Campaign Tool Development

We maintain a network of agency service partners ready to implement your marketing strategies into successful communication programs.

Our virtual agency approach ensures you get the highest quality without having the headaches of managing multiple vendors or paying for unused resources and overhead.

Partner agency services include:

- Web design/emedia
- Graphics design/advertising
- Public relations
- Direct marketing/events

Bob Eminian and Creor Group



For 20 years as a corporate marketing executive and consultant, I've led product marketing and Marcom teams, successfully launched new products, and coached ROI-focused organizations.

I founded Creor Group in 2001 to link my successful product launch process and diverse marketing experiences with independent agency service partners. Creor Group has become a remarkable marketing solution provider.

As a marketing architect, I help businesses implement the fundamental marketing methods and product launch processes that enable top-notch, plan-driven success. I work with your existing agency vendors or with hand-picked Creor Group service providers to help you reduce the challenges of campaign execution.

Get the creative thought you need for success.

creor group

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