

# Overview

Founded	July 4, 2000
What We Do	We help our clients do business better—through marketing strategy, research, message development, training program development, process refinement, positioning, and results measurement.
Core Services	<b>Internal and external communications</b> <i>Concept development, copywriting, coordination, execution</i>  <b>Research and analysis</b> <i>Competitive, customer, sales, business</i>  <b>Marketing planning</b> <i>Strategy, consulting, business development, training and support</i>  <b>Public relations</b> <i>Special events, trade shows, strategic support initiatives</i>
Our Principles	Clark Marketing is committed to thoughtful, focused, enthusiastic and ethical conduct in all professional relationships. We concentrate on and promote the positive attributes of our work, our clients, our vendor partners and our community. In doing so, we succeed more often in aligning mutual goals—so that the entire team is postured to realize aspirations and achieve desired results. We serve our clients by giving the highest possible application of our talents.
Value Propositions	We develop and design support for our clients' interactive relationships with customers.  We position our clients to sell more products and offer more services, more often, to more people, in more places.  We identify the most effective and efficient channels for communication, allowing our clients to: <ul style="list-style-type: none"><li>—measure the success of their marketing investments</li><li>—make informed decisions regarding future marketing and communication initiatives</li></ul>
Ownership	Privately held. Valerie E. Clark, owner/principal.
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