

KB KEVIN BROWN MARKETING & CONSULTING

The Specialists in Professional Services Marketing™ – Founded 1991

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Firm Profile

Bio: Kevin W. Brown, M.B.A.

Top 10 Reasons

Why have over 200 firms chosen Kevin Brown Marketing & Consulting?

Kevin Brown Marketing & Consulting was founded in 1991 and offers credentials unsurpassed by few if any competitors across the country:

1. We specialize in serving law firms, CPAs and other professional services firms (insurance brokers, stockbrokers, consultants and other service businesses). *We understand how to market these firms as few others do.* This is *not a sideline industry* for us — it is and has always been our targeted clientele.
2. We further specialize in servicing the needs of small- to mid-sized firms. We know the inherent differences between them and large firms, and recognize that the same marketing techniques often do not work for both.
3. Kevin W. Brown, M.B.A., is a true marketing professional, with not only a formal education in marketing but many years of in-house and consulting experience. Further, due to his experience as the Part-Time Director of Marketing for dozens of firms over the years, he brings to each engagement a breadth of field knowledge that is virtually unmatched. Do you want a real marketing professional to *guide and direct your firm in its dedication of significant and limited marketing resources* or do you want someone who claims to have expertise but lacks any true credentials?
4. Firms that want someone who can put the whole picture together choose **Kevin Brown Marketing & Consulting**. We offer an in-depth understanding of the broad range of marketing options available, not just expertise in limited areas.
5. Since **Kevin Brown Marketing & Consulting** has expertise in virtually all aspects of marketing, right technique for your needs, helping you to avoid spending fruitless dollars on an inappropriate approach.
6. We aren't "fad marketers." As compared to some of the marketing consultants who have tried to persuade you that "one size fits all" in that a particular technique is "best" for your firm, we wholeheartedly disagree. There is no such thing as a "cookie cutter" approach to marketing.
7. Furthermore, we offer an unmatched ability to blend strategy with the selection of marketing tools. Many firms have a limited understanding of strategic marketing. Our expertise is invaluable in helping you chart a course, track progress, and make adjustments along the way.
8. Our business expertise is critical to our success. Kevin W. Brown is a businessman with expertise in marketing, not just a public relations specialist or graphic designer who thinks they can somehow create a marketing . He has an M.B.A. in marketing and an undergraduate degree in business. We have always operated on the basis of "A Business Approach to Marketing"™. We identify goals upfront, and make sure that there is strategy and business reasoning behind our actions. Nearly a decade of satisfied clients stand behind this productive and logical approach.
9. We are hands-on in our client relationships. We don't create Marketing Plans and then walk away, never to be heard from again. Our desire is to be **actively involved in managing and implementing our clients' marketing programs**.
10. Geographically, we serve clients nationwide in varying capacities. We offer "local clients" in Southern California (Orange County, Los Angeles, Riverside and San Bernardino Counties, and San Diego) a wide array of