



## **Be Counted: Is Marketing Challenging for Your Company or Non-profit?**

The Countess Group, a Marketing Consultancy, poses this national poll

**Orlando, FL – February 7, 2014** – Rhetorical data suggests many companies and non-profits find marketing to be a significant challenge. The reasons appear mixed.

[The Countess Group](#), a marketing consultancy now in its 14<sup>th</sup> year, is currently conducting a nationwide poll of business owners and non-profit leaders to get to the root of these challenges.

Asking only one question, “As a business owner or as a non-profit organization, what do you find to be your biggest marketing challenge?”, the poll is open to the public. Results will be released in early March.

The poll can be taken at: <http://bit.ly/1qpoll>

“We met with over 1,500 people who attended our marketing seminars in 2013. All face some type of marketing challenge, which has the effect of distracting them from achieving their goals,” said Ken Countess, managing director of The Countess Group.

“We’re attempting to quantify these challenges so that we can help these business owners and non-profits become more successful in their efforts,” Countess continued. “By addressing their needs, we can serve them in a way that will relieve them of some of their operational frustrations and enable them to focus on their passion – running their business or serving people in need.”

### **About The Countess Group**

The Countess Group (TCG) is a marketing and communications consultancy which has been providing strategic vision, tactical execution and measurable results for clients since 2001.

TCG provides value-added services such as:

- Strategic Marketing
- Marketing Communications
- Corporate Communications

- Email Marketing
- Social Media Marketing
- Public Relations
- Internet/Website Development and Optimization
- Customer Acquisition/Retention/Engagement
- Lead/Demand Generation
- Customer Relationship Management
- Sales Channel Development
- Sales Training and Support
- Trade Show Support

The company is led by Ken Countess, an award-winning marketer and an accredited, nationally recognized expert on Email Marketing and Social Media Marketing.

Mr. Countess has held executive management positions at several Fortune 100 companies and has been a senior partner at Ascend Marketing, a 35-person marketing firm. While with such well-known companies as Motorola, Marriott, and Caremark (now CVS), Ken has been responsible for creation and delivery of multiple successful sales growth strategies, strategic messaging and communications, and change management programs for worldwide markets.

Learn more about The Countess Group by visiting our website at [www.yourmarketingcoach.co](http://www.yourmarketingcoach.co). Connect with the company at Facebook ([facebook.com/TheCountessGroup](https://facebook.com/TheCountessGroup)), Twitter ([twitter.com/CountessGroup](https://twitter.com/CountessGroup)), Google+ ([google.com/+TheCountessGroup](https://google.com/+TheCountessGroup)), Pinterest ([pinterest.com/CountessGroup](https://pinterest.com/CountessGroup)), and LinkedIn (<http://www.linkedin.com/company/the-countess-group-ccg>)

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