

WHAT WE OFFER

- Marketing Plans
- Help with Social Media and Websites
- Promotional and Sponsorship events
- Branding or Rebranding
- Marketing Research
- Developing and Placing Advertisements

CONTACT US

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DIVERSITY

INTEGRITY

RESPECT

EXCELLENCE

COMMUNICATION

TARGETING

CRIMSON CONSULTING

“We are determined to achieve your marketing vision.”



The American Marketing Association (AMA) at Ferris State is ranked in the top 10 Chapters in the country.



Ferris State University

www.amaferris.org/crimson-consulting



WHAT IS CRIMSON?

Crimson Consulting is a team of AMA students from all backgrounds working together to better our skills in a professional setting. Our goal is to help you, as a business owner, to be as successful as possible. We will look to expand your clientele, generate new ideas, improve customer experience, and increase visibility. The benefit of choosing Crimson Consulting is you will have a tailored team of students working with you. These students are here for the learning opportunity and experience.

*DIRECT your success with
Crimson Consulting.*

WHO HAVE WE HELPED?

State Street Scoops in Big Rapids:

We created branding (logos), positioning, differentiation, menu, and pricing marketing research.

Brooks Security Systems in Baldwin:

Brochures, website, and direct email/email marketing campaign.

Ferris Risk Management and Insurance Program:

Marketing plan, direct email/email marketing campaign. Brochure and print ad for high school teacher convention.

Let's Play Family Entertainment Center:

New Business Feasibility study. Branding (logos), positioning, location study and differentiation.

Ferris Music Entertainment Business Program

Branding (logos) and social media messages.

Ferris Marketing Department:

Mailing List and Direct Mail / Email Marketing Campaign for Let's Go Marketing Game. Database creation.

Reed City Methodist Church Winter Clothing Drive:

We created a print advertising campaign and distributed flyers in 3 counties.

OUR MISSION STATEMENT

Crimson Consulting is the American Marketing Association (AMA) non-profit marketing firm at Ferris. We offer local businesses marketing services from our members. Our mission is to help them meet their marketing needs while preparing students for future careers and outfitting them with the tools to be successful leaders. We promote professional and personal growth through leadership opportunities, community involvement, networking, and marketing experience.

