



Company Fast Facts

Company Name:	Banis Marketing
Company Headquarters:	New York
Founded:	2008
Founder:	Steve Banis
The Mission:	Providing businesses a option for low-cost, short term marketing programs that generate leads and stimulate sales using the Banis Creative Network.
Financial Information:	Private Company
Products/Services Offer:	The first and only marketing firm in the Capital Region that specializes in short-term lead generation and marketing programs to stimulate sales and growth.
Target Audience:	Businesses that need affordable, tailor-made marketing plans and implementation.
URL:	www.BanisMarketing.com



About Banis Marketing

Banis Marketing was founded in 2008 by Steve Banis, a marketing executive who has worked for several Fortune 50 companies throughout his career. He created this unique marketing company as an alternative to high-priced marketing and advertising firms by providing services that are economical and short term, but provide high-impact lead generation and sales.

Along with firm principals, Laurie Boyce, Don Purdy and Mason Tolman, the Banis Marketing leadership has more than 90 years of marketing experience in marketing, advertising, and public relations.

Working within the Banis Creative Network, the company pulls from a “toolbox” of 14 low cost, high impact marketing techniques. By combining the right tools for the right promotion, businesses often see big results in little time.

In addition to lead generation tactics, Banis Marketing also has extensive experience in all aspects of marketing including web design, advertising, direct response, video and audio production, public relations and publicity, media buying, and sales collateral design and printing.



Story Ideas

What's your marketing plan missing? Are you a business owner that has run out of ideas for effectively marketing your business? Let Steve Banis, founder of Banis Marketing tell you about a few tactics you might not have considered and how they can help you.

Generating Leads 101. Steve Banis, founder of Banis Marketing, shows you why generating qualified leads is the success to any business, and a few tips on how to start doing it today.

The Next Generation of Marketing Firms. In their quest to capture more of their customers' marketing dollars, many ad agencies and PR firms aren't continuing to provide the value their customers expect. In recent years, many have added creative services where they lack real expertise. Steve Banis shares his vision of the next generation of marketing firms – and why customers are craving it.

The Rise of the Creative Class. Banis Marketing uses the unique Banis Creative Network as its centerpiece. Find out from Steve Banis why as the capital area's real power for economic development and wealth creation is firmly placed in the region's creatives. And learn how the firm's "open source" design allows creative freelancers and boutiques to plug in and partner with Banis Marketing, thereby empowering them to compete for larger projects while retaining their independence.

Stretching Your Marketing Dollars. What do you do when your marketing budget is dwindling? Let Steve Banis, owner of Banis Marketing, teach you a few low cost tips that he uses to generate leads for all types of businesses.

Other Ideas Include

- Thinking Outside the Box and How it can Help You Market
- Public Relations, Marketing and Advertising: What's the Difference?
- The Essentials of Marketing: Three Things You MUST Have
- Starting a Business – Five Things You Should Know



Expert Source

Steve Banis, founder of Banis Marketing, can speak on a variety of topics, including:

- Successful marketing in a tough economy
- The evolution of marketing – and the marketing firm
- Creating a creative network
- Stretching your marketing dollars
- Getting what you need from your marketing plan
- Entrepreneurship
- Making the transition from 9-5 to owning a business
- What to look for when you are hiring a marketing firm