

ELITE MARKETING GROUP

Providing a different kind of experience.

By Greg Smith



becoming an integral part of the marketing communication mix.

The term “experiential marketing” refers to actual customer experiences with the brands, products, or services that drive sales as well as increase brand image and awareness. It is the difference between telling people about features of a product or service and letting them experience the benefits for themselves. When done right, it’s the most powerful tool out there to win brand loyalty and increase a company’s bottom line profits.

Howard Horowitz, owner and founder of Elite Marketing Group, realizes the potential and power that experiential marketing offers, and believes it holds the greatest opportunity for growing his business in the next five years. Horowitz has already worked to leverage this part of his business with a new office in Manhattan and increased personnel to take advantage of a growing industry segment.

Horowitz is an entrepreneur at heart. His distinct style of entrepreneurship led him to create a unique experience – for the consumer, his employees, and even himself. As Horowitz points out “I like being my own boss. I am extremely driven to the point where no boss would ever ask me to do the things that I ask of myself.”

Helping Horowitz along the way are the 80 employees that compose the Elite Marketing Group Family. While Horowitz strives to create a productive and enjoyable experience for everyone, he does acknowledge that sometimes there are influencing factors that remain out of his control.

“When 9/11 hit us the financial institutions we represented basically closed shop, which deeply impacted our firm and forced us to cut our staff by over 50% to sustain ourselves,” Horowitz remembers.

Elite Marketing Group is not the first small business to encounter such trying times. However, the agency’s ability to navigate through the rough times would not have been possible without looking to the future.

“I have always left capital in the business when times were good so that we would have the ability to make it through the times that were bad.” As he explains, “in the end this approach has left my agency stronger and significantly more successful than we had been previously.”

Horowitz realizes not all businesses are as fortunate as his, which is why he believes there are several steps the federal government could take to create a more friendly small business experience. “It is in Congresses best interest to fight for this segment so it can provide more jobs and contribute to the overall health of the economy, which it can do through continuing to introduce legislation that helps small businesses succeed.”

Recognizing that the federal government was not creating an optimal experience for small-business owners, Elite Marketing Group looked to NSBA to help voice its legislative concerns. “When I reviewed what NSBA stood for, I was extremely impressed. I felt that they were an organization that fights for small businesses.” ★

With the continuing explosion of information providers and communication mediums, both marketers and customers are overwhelmed by today’s flow of information. The question on everyone’s mind is, what is the most effective way to reach my target audience? While the question begets a variety of answers, one NSBA member believes the solution is simple – experience.

Elite Marketing Group is an experiential marketing agency with a proven track record of over 35 years in targeting, captivating, and inspiring consumers. While experiential marketing is not exactly a new discipline, only recently has it gained serious traction in