



M. Scott Berry, Of MarketCrest Named Online Marketing Mentor At The Werx

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M. Scott Berry, Founder and Managing Director of MarketCrest, a Plano, TX based online marketing firm, has recently been named a Marketing Mentor at The Werx in McKinney, Texas. At McKinney Werx, mentors come and work directly alongside entrepreneurs during scheduled mentor hours and host lunch and learn sessions on relative topics to startups and small businesses.

Christine Smith of McKinney Werx says, "Scott has led several sessions on marketing for our participants and we decided it would be beneficial to have him and the MarketCrest team available on a regular basis."

Scott has already led sessions on "Social Media for Startups" and "How to Improve the Number of Touchpoints with Prospects and Clients".

Scott Berry states, "The work environment at The Werx is infectious. It's so exciting and inspirational that you want to be a part of it. You feel the need to contribute in some way. As an entrepreneur myself, I recall the early days of our startup and can only imagine how much easier it would have been to have access to the mentors at The Werx."

Most recently, the online marketer hosted a lunch and learn on the topic of 10 marketing mistakes you can't afford to make. Berry covered a number of topics including how businesses need to take the time to document a written sales strategy and a written marketing strategy in order to make their marketing efforts successful. "As business owners, sometimes we trip over the basics. We have seen many profitable and respected companies make the mistake of not creating formal plans for growing sales, and supporting those goals with modern and proven marketing tactics." Berry referenced these related statistics: "Only 48% of B2B marketers have a content marketing strategy, only 35% percent have gone so far as to document their strategy," according to a 2015 article published by Content Marketing Institute. "For business owners and marketers, those stats are alarming. We then walked the entrepreneurs through 8 additional marketing mistakes they couldn't afford to make. It was eye opening for participants and a highly interactive session."

Those interested in learning more about either company or in seeing more about startup strategies can visit <http://www.mckinneywerx.com/mentors/>.

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MarketCrest

MarketCrest is a Marketing & Consulting Services firm focused exclusively on strategies that drive revenue growth. We provide SEM (SEO & PPC) and Content Marketing Services for clients that wish to compete and grow.

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