

Web Makeover Makes the Most of Personality for Market Arts Creative
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After 91 years of running the marketing firm Market Arts, Inc. (dog years, that is) it was time for a change. Creative co-conspirators Jan Nichols (the verbal one) and Susan Bachman (the visual one) put their heads together to figure out how what they loved to do could be re-made into a new way of working. The recently launched web site for Market Arts Creative is the result of their self-imposed makeover.

Having applied the personality principle to their own business, the new Market Arts Creative site is a branded platform that, in addition to client services, accommodates the development of original web-based programs.

“Let me state the obvious, which is something I like to do,” Bachman said. “We’re girls so we like the makeover metaphor. But what we’re talking about isn’t gender specific. It’s about daring to reveal an authentic sense of self. And it doesn’t require any time at a make-up counter.”

Interrupting, which as the verbal one she does a lot, Nichols adds, “We realized that our interests and abilities no longer fit traditional marketing models. Our approach to work has always been based on uncovering and communicating the humanity at the core of all businesses. Market Arts Creative now works exclusively with clients who believe in the power of personality as a tool to build branded platforms that attract new opportunities.”

Zonya Foco, speaker, author and host of the PBS-TV show “Zonya’s Health Bites” is both a client and a fan. “I’ve seen an increase in bookings, speaking fees, product sales and sponsor opportunities since working with Market Arts Creative. They ‘got’ me and created a platform that pre-sells everything Zonya.”

Bachman and Nichols, who speak simultaneously via web phone from their virtual offices outside Nashville TN and Ann Arbor MI make the point, “A business makeover that makes the most of personality is effective branding because it’s genuine, human and authentic. And a professional with personality is a really beautiful thing.”

For more information about branded personality platforms and Market Arts Creative, please visit www.marketartscreative.com. Market Arts Creative shares the energy of ideas through branded personality platforms and original web pod and video casts.

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