

**SUCCESSION MANAGERS
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To Whom it may concern,

If you're someone who believes you should surround yourself with people who are smarter than you, then you should surround yourself with Nyssa Cromwell from Nyché Marketing. Not only is Nyssa academically accomplished but she has also done high-level problem solving for major corporations like IBM, Telus and the Workers Compensation Board. Nyssa combines intelligence with insight and compassion, which allows her to get outstanding results with every client that she works with.

One core aspect of Nyssa's approach is to help small businesses to effectively employ marketing automation as part of their marketing mix. To achieve this, Nyssa first works with a client to understand their needs. She then helps them to develop their content and prioritize which customers they want to reach. The small business owners that she works with immediately see the value in reaching their target audience in an appropriate way, as opposed to sending out spam, which can create a negative response. Once the system is put in place the small business owner can track customer response, which can then lead to refinements that will make the campaign even more productive. It's a great way to make the most of their precious marketing dollars.

Nyssa also provides a wide range of marketing services. She can ensure that your website ranks higher when it is searched. She can actually explain key concepts like 'pay-per-click' and tell you whether or not this approach will be effective as a way to grow your company. Nyssa can also guide you on how to effectively get the most out of video on the web. Overall, because she takes the time to understand you and your business, she will be able to provide a cost effective solution that gets great results.

Nyssa works well with any small business that has to consistently roll out new information, which might include a retail store or parts supplier. Nyssa can also help non-profits reach their goals by providing key communication automation as well as a wide range of related services.

To back all of this up, Nyssa also has an outstanding website at www.nychemarketing.com, where she not only provides examples of her work, but she also goes above and beyond by offering free education to her clients. So if you want to develop the most effective online marketing approach for your business then you want to work with Nyssa Cromwell at Nyché Marketing.

Sincerely,

Gordon Sheppard, MBA
President
Succession Managers Incorporated