20|20 Research President Steps Down To Launch Marketing Consulting Firm

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Steve Henke, President of Nashville-based 20|20 Research today announced that he has resigned from the firm to launch Harpeth Marketing, a consulting firm serving exclusively the market research industry.Â Harpeth Marketing will work with its clients to create and then execute marketing & sales plans that help grow revenue. Â

According to Henke,
â€œWe had great success at 20|20, tripling the revenues of the firm during my six years there.Â Harpeth Marketing gives me the opportunity to combine my industry experiences from 20|20 with a 25-year marketing and sales career.Â The target market for our services is firms with at least one marketing or business development person on boardâ€¦ someone we can work with during the execution phase of the plan.â€•

â€œIn addition, we wanted to create a different kind of consulting firmâ€¦ and we did.Â For one, we focus on the â€˜processâ€™ marketing and sales.Â Twenty years ago, marketing was all about mass media advertising and direct mailâ€¦ then along with the internet came banner ads and email marketingâ€¦ and now itâ€™s social media and mobile marketing.Â Who knows whatâ€™s next?Â But with a thorough understanding of how the marketing process works, you can be successful no matter what comes along.â€•

Henke continued,
â€œWeâ€™re also â€˜educators.â€™Â We work side-by-side with our clients to show them how we do what we do, so that the to do it all themselves.Â There are no secrets.Â We help them to create a sustainable marketing & sales program so that they can continue to be successful long after our engagement with them is over.â€•

About Harpeth Marketing
For more information please visit www.HarpethMarketing.com

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