

External Marketing Integrity

This best practice focuses primarily on Internal Marketing Integrity. This approach creates an environment where your clients and your team become enthusiastic advocates for your business, which creates sustainable and predictable growth.

There is also an opportunity to grow your business by implementing External Marketing Integrity. This approach creates an environment where you can create more referral opportunities (1) because of the exceptional network of Strategic Partners your clients have access to and (2) by creating a reciprocal awareness that you too can help your Strategic Partners provide an exceptional experience by being an integral part of their exclusive network.

