

Press Release July 2014

## **Bereano Partners Share Mobile Expertise with Customers**

*Bereano works to bring mobile strategy to every client.*

August 1, 2014 - Bereano Partners is a mobile strategy company in Seattle, WA that strives to provide mobile solutions for every business. They achieve success by being the mobile point person for their clients, while sharing their expertise of the ever expanding mobile marketing industry. They have found that a successful marketing strategy involves four components: mobile advertising, mobile payments, app development and monetization, and data driven marketing.

Josh Bereano is the founder and CEO of Bereano Partners. He established the company because there is a need to help steer the mobile marketing arm for most companies. He has a knowledge that comes from years of entrepreneurial experience, and possesses savvy marketing skills to devise successful strategies for a company's mobile advertising opportunities. The company location in Seattle, WA gives them direct exposure to the cutting edge methods of digital marketing by being connected to a technology hub that includes some of the most successful tech companies in today's market.

Josh has been an entrepreneur for nearly two decades and says he is, "passionate about finding the best mobile marketing, social marketing strategies for my business partners." His company focuses on the relevant data provided from his client's customers, and then combines it with the current market environment to create the ideal mobile advertising strategy for a company. He welcomes questions, and wants to be the mobile solution for every client.

There are a mind boggling number of possibilities when designing a mobile marketing strategy, but only a few of them are a good fit for a company's goals. Bereano Partners can help guide a company on the path to discovering the extraordinary opportunities that mobile can offer. They will develop a strategy that fits specific products or can help with getting the word out about the vision of a company while building the brand.

Mobile advertising is an opportunity to interest prospective customers, while keeping current customers engaged with a product. Achieving a connection with customers is all about deciphering their needs and sharing the value of a product that is available on the market. By integrating advertising and data, a business will gain increased accuracy for customer conversion success.

Mobile payments are becoming the next frontier for a business to connect consumers with the products they want. TechCrunch contributors have made a prediction that, "by 2020, smartphones and tablets will account for more than 75 percent of global online commercial transactions and more than 50 percent of spend." This means that businesses large and small should be developing methods to utilize this growing opportunity to capture customer sales.

One of the ways to capitalize on mobile marketing is by developing mobile apps. Bereano Partners can blueprint an organized approach, and help a company decide on the core elements of the product or service that they provide. It can be a bit daunting when learning how

to integrate mobile advertising into a business model; decisions of why an app is being built and what content the app is going to deliver is one of the ways they will assist. Mobile app monetization has become a great way to promote a bright concept, but devising an app that can make money means a company must also know the ways to market the concept. Creative apps do not guarantee sales alone, but combining app development and app marketing will create an inclusive m-commerce plan. A comprehensive strategy is the key to lasting success, and Josh can design that plan for his clients.

Bereano Partners recognizes that data driven marketing is an important tool because it gives a business the opportunity to gain an advantage by using feedback from customers. Data analytics will build a platform that is custom tailored for a company to engage customers more effectively. Customers are empowered and have become more demanding for the products they want or need, and are voicing their desires using social media. Lisa Arthur at Forbes magazine says that it “may sound straightforward at first, but... the task is anything but simple, and it’s becoming more and more complex every day.” Bereano Partners will help their clients correlate the valuable data and then produce a dynamic action plan for the company.

Bereano Partners knows that mobile advertising can sometimes be difficult to navigate, but that it has become an essential tool for a successful marketing strategy. They strive to help navigate a company towards success, and can outline how to dominate the mobile market.

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