About EMI

The EMI Approach

Our passion is actionable marketing that genuinely impacts the bottom line.  And our approach is agile. Here’s how we work;

**Strategy and Planning**

Nothing is more important than getting the message right. Our analysts will meticulously research your market, industry, competitors and customers.  They interview key stake holders and conduct interactive workshops to refine your value proposition and unique selling points. Then they work together with you to put your plans in place, helping you establish when, where and how your campaigns will be delivered.

**Execution**

With robust plans in place, we prepare and implement the many moving parts of your marketing campaigns– content, digital, social, PR and more. Everything comes together with synchronized precision, but with the flexibility and creativity necessary to respond to changing conditions

**Learn, improve and repeat**

Measurement is an important tool to understand what works best for you. We monitor campaign results, draw conclusions, make decisions and enhance successful strategies and tactics, so that next time, they’ll be even better!

EMI is a handpicked group of knowledgeable, highly experienced people, motivated by getting the best results. We’re more than simply your consultants. We’re committed to becoming an essential part of your team. As a result, our people are a primary reason our clients would recommend EMI to others.