



Brand nourishment for growing businesses.

A growing business needs special care. To get to the next level, it requires a healthy serving of effective marketing ideas from people who completely understand the unique set of issues facing an emerging brand.

Even the most unique new businesses have to fight the uphill battle of breaking through to a consumer or buyer who is already dealing with information overload on a daily basis .

It's not enough just to have the greatest new widget or fabulous new service. You need a bold brand idea to convey it. A brand idea that's relevant to the target audience, intriguing enough to be memorable, and crystal clear.

In other words, a true brand story to engage customers and motivate sales. That's why Scarlet Heifer created Cherry Calf -- a specialized marketing service designed specifically for newborn and growing businesses.

Cherry Calf brings life to your brand story and creates the elements you need to connect with your prospects.

Whether you're selling software or footwear, services or cereal, we have more than twenty years of experience unleashing the power of persuasive communication, and the insights needed to apply it for your brand.

So, when your newborn business is ready for a growth spurt, give us a call or email dan@scarletheifer.com.

We'd be happy to introduce our formula to help you grow and thrive.

