

THE MRG BULLETIN

OFFICIAL NEWSLETTER OF MARKETING RESOURCE GROUP, LLC.



A Word from Jenell



Last month marked seven years since I purchased Marketing Resource Group from its founder, Tom Shields. When I purchased the company, I was seven months pregnant with our second child, six months away from experiencing a worldwide pandemic, and 80% of our business portfolio was political.

While politics is in my blood and can consume my personal life, I have focused on building our corporate clientele in a way that the business is not dependent on political pendulum swings or who sits in the Oval Office.

Today, 95% of our work is corporate focused. We serve a variety of industries, but specialize in pipeline and energy company public awareness, healthcare advocacy, aerospace marketing and branding, and using data-driven solutions to support each deliverable.

In this quarter's edition, you'll learn more about our focus points and ways we can help further your goals. Need data? We have our Michigan Poll coming up soon, let us know what questions you want included. Issue advocacy? We capitalize on current events to maximize outreach and engagement. Rebranding? Our design team is second to none to make your brand personal and memorable.

Reach out and let us know how we can help you!

Jenell Leonard

jleonard@mrgmi.com - 765.210.7971

What's New

A WORD FROM JENELL

.....
BIG PICTURE: SPATIAL
DATA, A BOTTLENECK...

.....
BEYOND THE DESK:
GET TO KNOW STEVEN
LIU

.....
POWERING
INNOVATION: MRG IN
THE FUTURE OF
ENERGY

.....
MRG TRIVIA CORNER





Big Picture.

Spatial data, a bottleneck, and proactive project protection

In complex projects, knowing who is impacted is just as important as knowing what is being built. Driven by curiosity to bridge the gap between modern technology and project delivery, our team looked at a standard industry bottleneck and asked: “How can we use data and technology to see the full picture?”

For even linear infrastructure projects, many companies are walking instead of driving. Teams wade through fragmented data, losing valuable time on manual address validation and gaining the risk of missing crucial stakeholders.

“Traditional stakeholder mapping is akin to looking for a needle in a haystack of spreadsheets—with methods prone to error, fatigue, and blind spots.”



Shifting the Landscape

We knew there had to be a better way. Our curiosity led us to powerful tools such as ArcGIS for stakeholder identification. By taking advantage of features like geocoding and spatial joins, MRG transitioned a reactive search into a proactive, macro-level view, allowing us to grasp the entire stakeholder landscape.

1000+

Data points processed

80%

Reduction in data
processing time

ZERO

Manual Entry Errors
across hundreds of miles
of project boundaries.

**Proactive risk mitigation before
boots ever hit the ground!**

From Time Saved to Value Created

With the time savings, we invested more into high-level analysis. For instance, we deployed a deeper spatial analysis that identified adjacent business clusters impacted by a client's planned construction schedules—stakeholders that traditional, manual methods routinely miss.



The Takeaway

Manual processes force teams to stop at "good enough." Our philosophy is that technology is only as good as the curiosity driving it.

When clients partner with MRG, they get a team that uses data-driven accuracy to protect their projects from unforeseen risks.



Beyond the Desk:

Get to know Steven Liu

PUBLIC RELATIONS INTERN

Steven is MRG's Summer Public Relations Intern, a rising senior at University of Michigan studying marketing analytics. His experience in technology consulting and academic environments allows him to manage social media platforms and support outreach efforts for clients. Steven's user-experience design and communications skills help clients tell compelling stories, strengthening the impact of MRG's public affairs work.



What is your favorite thing about Michigan?

Extremely temperamental weather. It definitely keeps me on my toes, but I love when the temperature and wind eventually settles into a balmy, breezy day in mid-May.

Most rewarding part of being on the MRG team?

I love working with different clients, and every day looks a little different! I get to learn about a variety of industries, which helps me take insights from one place to another.

What are your favorite TV shows?

The Good Place is an all-time favorite! I love its charming mix of philosophy and humor. Great British Baking Show is another casual-watch favorite (love taking inspiration for my own desserts).

What is your favorite Marketing/Public Relations trend?

Loving how brand management has become a tool for the average person. I love that everyone from nano-influencers and huge corporations are becoming more aware of curating their public personas and telling a brand story.



Powering Innovation.

MRG in the Future of Energy & Aerospace



MRG's history is defined by a track record of success in energy and aerospace, built on a foundation of credibility, dependability, and measurable ROI. With the launch of our new website, **MRG Energy Partners**, we're proud to showcase our long-standing history of driving growth for the companies that keep our world moving, powered, and secure.



Brand Strategy

In the aerospace and energy sectors, marketing directly impacts the balance sheet. We help translate cutting edge engineering into predictable growth, helping your firm win high-value B2B contracts and secure market share.

Our expertise in the critical supply sectors allows us to understand the exact pain points of decision-makers, allowing your firm's products to become “**the**” solution in your field.



Brand Positioning & Message Development



Marketing Campaign Planning



Customer Engagement & Lead Generation



Stakeholder & Relationship Management





Market Analytics

When a single misstep in data or targeting can cost millions, intuition isn't enough. Our data analytics expertise meets MRG's seamless interview logistics to provide the empirical intelligence needed to validate, optimize, and accurately track where your product stands with your stakeholders.



Audience Targeting & Strategic Research



Quali-Quant Research Design



Logistics & Interview Execution



Data Analytics & Performance Tracking





Public Awareness

Regulatory compliance is a zero-failure mandate. Our team takes the burden off your shoulders by architecting public awareness programs that strictly adhere to API RP 1162 and API RP 1185 standards.

We ensure your critical safety messaging hits every target audience. Should a crisis occur, we deploy messaging instantly to protect your reputation and maintain community trust.



Pipeline Public Awareness Support



Audit Preparation & Documentation



Targeted Public Communications



Crisis Communications & Issue Response





Digital Creatives

Mass, generic marketing fails in highly specialized B2B ecosystems. Using advanced geofencing capabilities, we drop hyper-targeted digital advertising directly to where your audience interest lives—whether around corporate headquarters or industry trade shows.

Tailored social campaigns, paired with professional videography that showcases your expertise, ensures your message is seen by the exact individuals holding the buying power.



Digital & Traditional Advertising



Geofencing Capabilities



Multi-Channel Outreach (Email, Mail, Social)



Corporate Videography & Photography



Discover the Why.

As election season heats up, understanding the political landscape of the Great Lakes State becomes even more. The MRG Michigan Poll® cuts through the noise, delivering what Michigan citizens **actually** care about---from Michigan inflation concerns to how Michiganders view the Iran conflict. ([View a past poll here.](#))

- ✓ 30+ years experience
- ✓ Nationally recognized
- ✓ Most comprehensive
- ✓ Exceptional value

Get ahead by understanding the “why” behind every voter’s decision. Reserve your questions before October 1st.



Reserve your questions today! Email jleonard@mrgmi.com, or call/text 765-210-7971.

Reserve questions:
Oct. 1st

Finalize questions
Oct. 7th

Poll live:
Oct. 12th

Results: week of Oct.
19th.

Word Count	Question Size	Cost
1-50	Short	\$1,250
51-75	Medium	\$1,750
76-100	Long	\$2,250
100+	Extra Long	\$2,500
Open-ended	-	\$2,750

All clients receive

- **Custom Question Support**
- **Key Results Delivered**
- **Detailed Demographic Analysis**
- **Trend Tracking** (problems, direction, & leader perceptions)



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week of **Oct. 19th.**

MRG Trivia Corner

Q: Which U.S. state was the first to make Fourth of July an official holiday?

- A. Michigan
- B. Maryland
- C. Massachusetts
- D. Georgia

Answer is C. Massachusetts made 4th of July official in 1781.



Marketing Resource Group
Integrity. Collaboration. Results.

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