

Nitara Marketing Helps Small Businesses Tell Their Story

The plat4m group today announced the creation of nitara, a digital marketing and design firm created to help clients tell their brand story and explore new revenue opportunities.

Kokomo, IN ([BizHWY](#)) November 23, 2016 - Through the use of creative imagery, compelling content and dynamic analytics, nitara helps clients bring their narrative to life. They dig deep to help clients discover what pieces of their story will flourish, then they help tell that story...one chapter at a time.

Nitara is where vision and value collide. They pride themselves on helping clients navigate the stressful decisions involved with creating, nurturing and growing their brand, without breaking their bottom line.

With more than fifteen years collective experience, the creative team at the plat4m group has monitored the pulse of global businesses in the areas of communications, marketing, technology, Human Resources, and change management. With the launch of nitara, they are relying on their deep industry expertise with individuals and businesses to develop creative and effective digital marketing programs that resonate with a client's internal and external audiences.

"We believe your vision is the story the world is waiting to hear, and we want to help you tell it," said Founder and Creative Director, Stefani Butler. "Unlike your typical digital marketing firm, we know our audiences on a B2C and B2B level. We take time to understand how they tick internally, so we're able to come alongside and help them tell their story externally. And they can achieve this without having to spend a lot of money."

Nitara provides a diverse range of digital marketing services, including:

- * Responsive Web Design and Development
- * Social Media Management
- * Graphic Design (Logos, Infographics, PowerPoint)
- * Content Writing (Ghostwriting, Blogging)
- * Data and Market Research
- * SEO and PPC
- * Virtual Admin Services

About nitara, a division of the plat4m group

Nitara believes your vision is the story the world is waiting to hear and they want to help you tell it. Their creative marketing services have helped businesses build their brands without sacrificing their budgets. With their motto, "Cultivating Vision. Rooted in Value," nitara helps entrepreneurs, solopreneurs, and small and mid-size businesses tell the world their story through dynamic content. Visit www.nitaramarketing.com for additional information.

About the plat4m group

The plat4m group is a Prosci® licensed change management, communications, and IT practice, focused on creating transformative, 'sticky' experiences for businesses, education, and non-profits.

www.theplat4mgroup.com.

Web Site: <http://www.nitaramarketing.com>

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