

Sourdough Studios™

we are professionals... do not try this at home

April A. Knecht - Multi-Channel Marketing Wizard



With 20 years of top-level sales and marketing experience, I bring both a complete understanding of the role each project plays in the overall marketing mix, and a finely-tuned instinct for creating consumer demand.

- 20+ years of senior marketing experience in the health care and consumer products and services sectors
- 15+ years of corporate strategic planning with proven results – in both increased sales and brand awareness
- 10 years of brand-building experience with an emphasis on consumer brands
- 15+ years experience as a marketing strategist specializing in start-up enterprises

No one is an expert in everything, and like most, I have areas of focus. If your project is a match for one of these categories, my services may be a match for you.

- Nutritionals and functional foods
- Luxury products including “boutique” or exclusive life-style products
- Health care
- Financial Services
- Medical science
- Self care
- Travel and entertainment
- Health care services including work for medical and para-medical providers, alternative medical practitioners and health and beauty practitioners
- Network marketing and direct sales marketing strategies and deliverables for both product- and service-based organizations

While I look forward to discussing your project, the following might be of interest to you as you work through the initial “thinking it through” stage of project development.

- You’ll want to work with someone who understands the “big picture;” both where each project fits in your marketing mix and what it needs to accomplish in terms of brand recognition, customer acquisition and sales.
- You need messaging that works. Building a personality through multi-channel requires a consummate story teller. People are drawn to stories and the personalities that tell them. Start thinking about the richness and detail of your stories. Investing in creation of compelling stories is the secret to building an enduring personality-based brand.
- If you’re in the idea stage and choose to work with me, ideas of every kind are included for free. Some you may love, some perhaps not, but the added value of an additional idea person may surprise you.
- I understand people. After spending 20 years immersed in both demographic and psychographic profiling, I know your target market, and I know how to craft messages that command attention and demand response.
- Cutting the clutter is key to success. As you know, every day, every person is bombarded by hundreds of competing marketing messages. I can help you create that “gotta have it” consumer response, and then execute plans that give you status of ‘trusted advisor’ in the lives of your target audience.
- I “get it.” I specialize in producing projects that are right the first time. I’ll ask the questions, complete the research and provide the feedback we both need to produce projects on time and on budget.
- I’m just fun to work with. Life is short – if it’s not a good fit, I’ll be the first to let you know. I look forward to exploring a potential fit in greater detail when the timing makes sense for you.

And as for ancient history, here’s a brief run-down on my relevant ‘real world’ experience:

2005 - Present

Principle, Sourdough Studios, LLC

- Multi-channel sales and marketing strategies for corporate clients
- Direct response campaigns for corporate clients
- Branding strategy
- Communications strategy
- Product development
- International corporate and product line expansion plans and programs
- Product messaging, packaging and consumer relations

1999-2005

Vice President, Creative Services, TriVita, Inc

- Key executive and member of the start-up team that grew corporation to over \$90 million in sales in six years
- Marketing strategy and performance
- Multi-channel marketing including television, radio, print, web, and inbound services
- All print publications including periodicals, catalogs, marketing and corporate collateral
- Creating, producing and fulfilling all programs that drive profits through back-end marketing
- Creating all distributor training and communication tools

1998-1999

Consultant, Stevens and James Marketing

- Creation of marketing strategies and programs for franchise corporations, including radio, television and print promotional programs
- Direct response campaigns for small and medium size business clients
- Creation of training programs for corporate training teams and distributor teams
- Creation of marketing collateral materials for diverse industries

1996 – 1998

Managing Director, Enrich International

- Starting and operating a European division of a \$100 million dollar nutritional supplement company
- Establishing and achieving all sales and marketing initiatives and required results
- Managing multi-channel marketing programs including radio, television and print campaigns
- Distributor acquisition and training

1988 – 1996

Communications Director, Enrich International

- Key member of the start-up team that grew corporation to over \$100 million in sales in five years
- Crafting brand strategy and messaging for the promotion of nutritional supplements to consumers of this \$100 million+ direct sales company.
- Create consumer promotional pieces for product line of over 200 nutritional supplements, including: media programs, articles, publications, press releases, product launch campaigns, corporate collateral, product packaging
- Craft market research to gather product development insight from supplement and non-supplement users