

VC Marketing

Let Your Brand Soar With Us

About Us

VC Marketing is a full-service sales and marketing agency that helps build brands in the consumer products industry. We've developed brands that attract, engage and win the lasting loyalty of product manufacturers and consumers.

Our Work

Branding is a disciplined process that builds awareness through an ever growing list of touch points. Wherever your customers come into contact with your brand—on a store shelf, on a computer at work, or looking for products on the go on a smartphone – VC Marketing will help you share a strategically sound and compelling brand message.

What We Do

As your sales and marketing partner, VC Marketing will ensure that the language and the graphics all work synergistically with all of your other marketing pieces to maximize your message.



Vince B. Canori - President of VC Marketing, Inc.

Vince specializes in the sale and marketing of Consumer Products. Vince started his career as Senior Vice President of Sales and Marketing for two of the top cosmetic companies in the United States, Almay, and Revlon. Vince also worked as Senior Vice President of Sales and Marketing for two of the leading Pharmaceutical Companies, Arnet Pharmaceutical and Cabot Laboratories. Vince is highly experienced in Negotiation, Business Planning, Sales, and Management with a Bachelor's degree in Accounting, Finance and Business Management from Franciscan University Steubenville, Ohio.



Suzanne Brady, VP of Marketing & Advertising.

Suzanne attended Carleton University's program in Ottawa Canada for Theoretical & Mathematical Physics, she changed majors to follow her passion and received a Degree with Honors from George Brown College in Graphic Communications. Suzanne has over 25 years experience in the advertising and marketing industry specializing in neutraceuticals, cosmetics, skincare and children's products.

VC Marketing

With over 50 years of combined industry experience, VC Marketing helps brands that promote natural, healthy living. Our breadth of category expertise includes dietary supplements, healthy beverages, skin care products, coffee and makeup. As a result of our deep industry knowledge and credentials, VC Marketing clients see exceptional results.

Strategy

We are experts at developing focused, insightful and actionable approaches that help generate and maximize results in a competitive market-place. Our extensive industry background and insights ensure increased brand awareness as well as better prospect education, conversion and long-term customer brand loyalty.

Branding

We help attract and retain customers through a cohesive and unforgettable brand experience flowing from an approved strategy.

Digital

VC Marketing can help you plan and execute a strong digital marketing program, from SEO/SEM to email campaigns to SMS and video creation. We design websites that are SEO-friendly, content-rich, immersive experiences and simple to update so visitors have a reason to return to the site, deepening their interaction with and commitment to your brand.

Navigation, design, tone, interactivity and functionality all work together to digitally communicate the essence of your brand and facilitate engagement.

Public Relations & Social Media

No brand communications effort is complete without powerful PR and social media components. VC Marketing weaves brand strategy into all aspects of social media, including channel setup, content calendars, creative design, metrics, ongoing assessment, and monitoring. Public relations tactics are also vital and include media relations, press releases, event marketing, influencers and blogger outreach.

Direct Response/HGTV/QVC/Retail

We bring products to market with our strategic relationships with Direct Response Agencies, HGTV & QVC contacts and Retail Outlets.

Client: America's Naturals

Objective

Develop and market the NERGIA Energy Shot Brand

Solution

VC Marketing helped develop the branding, package designs, e-commerce website, swag, banner ads, social media posts and sales and marketing campaigns.

Results

Because of NERGIA's strong branding, marketing and sales techniques, NERGIA was picked up by GNC and Kroger and Barnes and Noble throughout multiple college campuses nationwide.



Client: America's Naturals

Objective

Develop and market the FAMILY FLORA Pre & Probiotic Brand

Solution

VC Marketing helped develop the branding, package designs, e-commerce website, swag, banner ads, commercials, social media posts and sales and marketing campaigns.

Results

Because of FAMILY FLORA's strong branding, marketing and sales techniques, FAMILY FLORA was picked up by most popular retail online stores like Walmart and Costco. FAMILY FLORA was also picked up by Target Retail stores nationwide.

The collage displays various marketing assets for the Family Flora brand. At the top left, it shows the 'family flora logo and packaging' with several product boxes. To the right is a screenshot of the 'familyflora.com website design and development - magento', featuring a clean layout with a navigation menu and a hero section with a human silhouette and the text 'All Disease Begins in the Gut'. Below the website is a 'familyflora.com blog' post titled 'How to Make & Keep Healthy New Year's Resolutions'. To the right of the blog is a 'What you need to know.' section with a list of questions and answers about probiotics. Further right is a 'family flora shelf talkers' section showing a 'JUNIOR DAILY BALANCE' shelf talker and a 'FAMILY FLORA PROBIOTICS DELIVER TRUE PRODUCT DIFFERENTIATION' sign. Below the shelf talkers is a 'family flora social' section showing a Facebook post for Family Flora. At the bottom, there are three retail presentations: 'family flora retail presentations' featuring '100 trillion (MICROBIOME)' and 'PRODUCTS CREATED THROUGH NATURE', 'U.S. Probiotic Supplement Sales Are Projected to Steadily Increase Through 2020' with a line graph and table, and 'Women's Health Magazine' featuring 'FOUR INNER GLOW IS SHOWING'.

Product Segment	2013	2014	2015	2016	2017	2018	2019	2020
Food & Beverage	2,082	2,163	2,219	2,296	2,401	2,514	2,602	2,684
Dietary Supplements	654	712	770	828	887	945	1,003	1,061
Other**	262	285	307	329	351	374	397	420
Total	2,998	3,160	3,296	3,453	3,639	3,831	3,999	4,165

Client: SomaCeutica

Objective

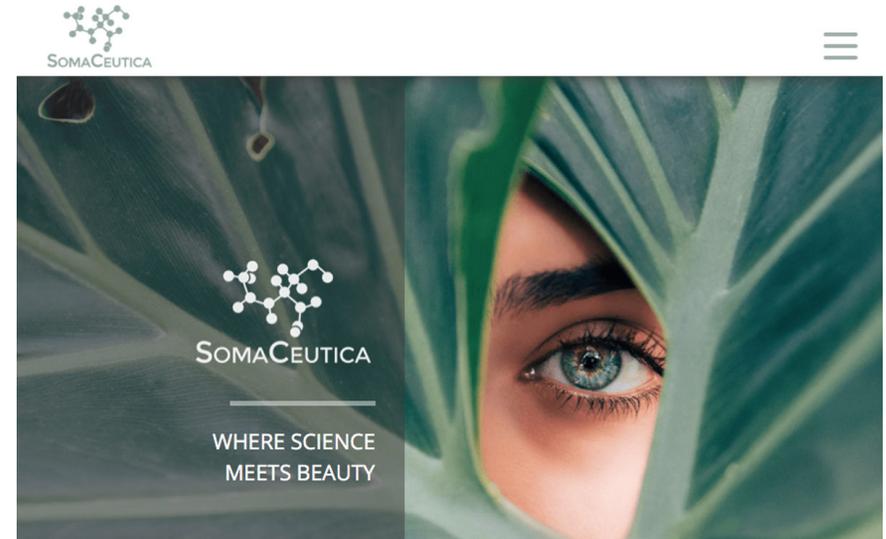
Develop and market the SomaCeutica Brand.

Solution

VC Marketing helped develop the branding, package designs, e-commerce website and Direct Response campaign.

Results

Because of SomaCeutica's strong branding marketing and sales techniques, SomaCeutica was picked up by Costco and QVC.



EVERY ONCE IN A WHILE, A TRUE SCIENTIFIC BREAKTHROUGH CHANGES THE WAY ANTI-AGING SKIN CARE PRODUCTS ARE FORMULATED. THIS IS ONE OF THOSE MOMENTS.

SomaCeutica™ anti-aging neutraceuticals are product lines of Morizyme.



[LEARN MORE](#)

Introducing SomaCeutica™, a premier line of anti-aging skin treatment products that significantly improve the appearance of your skin by attacking the problem of aging skin in a unique, new way.

SomaCeutica™ leverages the proprietary transformative "stabilized antioxidant" technology used today to protect transplant tissues and organs against destructive oxidative damage, the primary cause of transplant organ and tissue damage when outside the body and in route to patients. Oxidative damage is also the primary cause of skin aging.

Client: Eden Green

Objective:

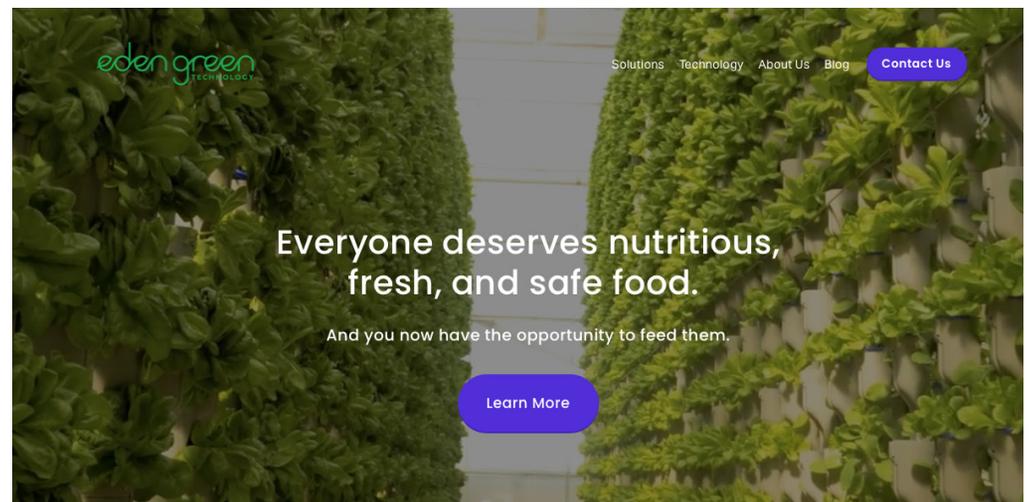
Bring Eden Green To Market

Solution:

Work with multiple outlets that provide land, staffing, food distribution in local communities and offer financial investment.

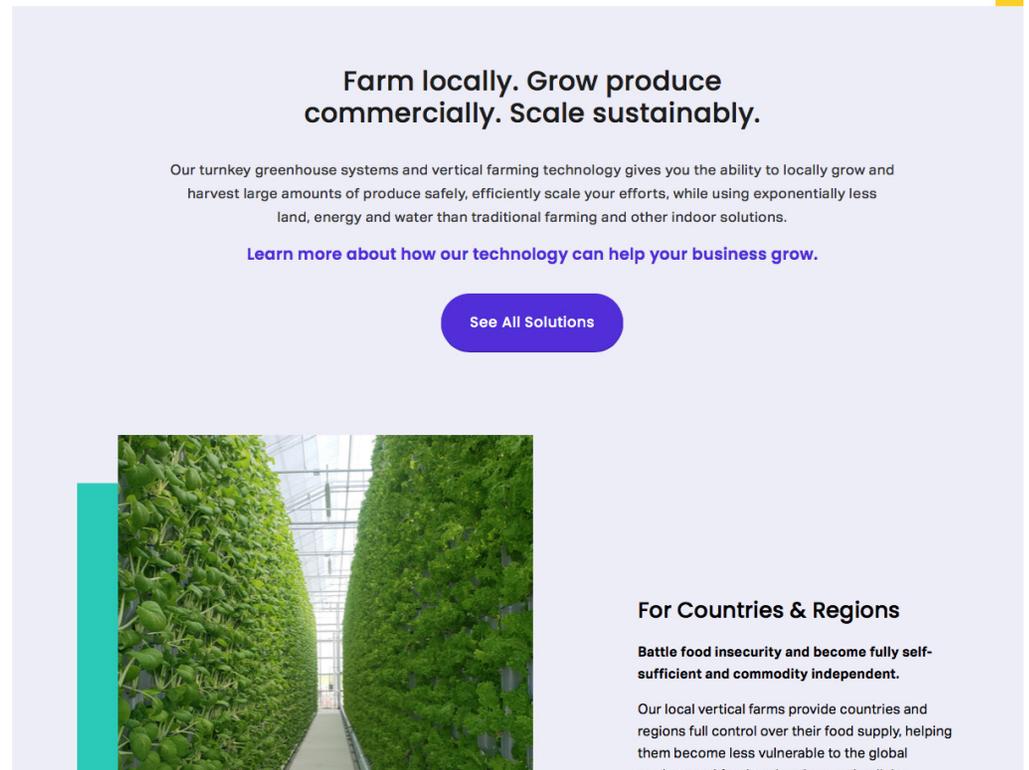
Results:

Currently in negotiations with Kroger, Spring Spirit and a group of investors.



“Eden Green Technology is poised to revolutionize commercial agriculture at a time when access to healthy foods is critical.”

Forbes



Contact Us

VC Marketing

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