Trifecta Marketing Services Launched

Renowned Management Firm Announces New Marketing Division

Los Angeles, CA (April 17, 2019) - Trifecta Management Group®, the nationally acclaimed management and consulting firm, announced the recent launch of a new marketing division, Trifecta Marketing Services (TMS).

TMS provides marketing solutions for small and medium-sized businesses. The scope of work is customized for each client, with an array of services to choose from, including digital and traditional media placement, social media execution, brand development, marketing strategy, website creation, commercial development, promotions development and event/party sales management.

"Adding marketing services to our portfolio of offerings is a natural step in our company's evolution," stated Ron Lam, managing partner. "Through our management company, we've worked with dozens of different concepts in diverse markets across the country. As part of these experiences, we've developed hundreds of marketing campaigns. There is a real need to provide independent businesses with pragmatic marketing services that work and can be done at a very affordable cost."

Trifecta's Marketing EVP, Bridget Smith, leads the day-to-day efforts of Trifecta Marketing Services. Smith is a seasoned marketing executive with extensive experience in all forms of media placement, with specific expertise in the ever-changing digital media space. The new initiative will also include Bennie Thomas, who has created innovative sales programs which have bolstered TMG's venues' sales, and Senior Manager Sarah Vigil, who spearheads TMG's digital and social media efforts.

"Over more than a dozen years at Trifecta, we've built up our in-house marketing capabilities and have hired a talented team who not only have an insatiable drive to stay on the forefront of the latest distribution channels, but also have creative minds in developing compelling campaigns," Ms. Smith said. "We believe our unique blend of experience and knowledge will be attractive to other businesses, which may not be in the position to afford their own full-scale marketing department. We can provide that solution at a fraction of the cost."

Supplementing the company's continued growth since its founding in 2005, Trifecta adds this marketing division to its successful line of business offerings including its management branch, consulting services and Trifecta Learning Solutions product offering.

As part of this effort, TMS, along with TMG, will be exhibiting at various industry trade shows and conventions, beginning with Bowl Expo in Las Vegas in June (location 171).

For more information on Trifecta Marketing Services, visit TrifectaMarketingServices.com.

About Trifecta Management Group

Founded in 2005, Trifecta Management Group (TMG) provides innovative concepts, comprehensive management services and value added solutions/systems to the restaurant and retail entertainment industries. The founders and managing partners of TMG have more than 70 years of related experience and comprised the executive management team and the strategic, operational and development nucleus at *GameWorks*, the acclaimed restaurant and interactive entertainment concept founded by Steven Spielberg, Universal Studios and Sega.

TMG has won numerous "best of" awards and has become recognized for its custom concepts, including *plank*®, *Uptown Alley*®, *All Star Alley & Tavern*®, *The Corner Alley*®, *4th Street Bar & Grill*™, *The BLVD*™, *Axis alley*™, *O'Cleary's*®, *KDB® (Kitchen, Den, Bar)*, *Zocalo Mexican Grill and Tequileria*™, *Pizzeria Villagio*™, *redondo taqueria*® and *CBQ*®. TMG reinvented *Flannery's Pub*™, a cherished downtown Cleveland landmark. It also owns *Cowboy Food and Drink*™ in Chagrin Falls, Ohio.

TMG currently manages and consults for various clients throughout the nation and internationally. .

For more information about TMG, visit trifecta-mg.com and like/follow us on Facebook, Twitter and Instagram.

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Trifecta Management Group

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