

## the Montrose Mirror

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### THE MARKETING DEPARTMENT: FULL SERVICE FIRM WORKS WITH CLIENTS IN MONTROSE, NATIONWIDE

By Caitlin Switzer

MONTROSE- Marketing is an essential component of any functional business plan, allowing an entrepreneur to reach a targeted end consumer. Marketing can also be an intimidating task without a dedicated team, given today's proliferation of platforms and tools.

Ready and willing to step in as your "in-house" team, The Marketing Department has arrived. Owners Rachael DeRossi and Laura Sanders met on the job at Delta Montrose Electric Association (DMEA), and bring more than 15 years' experience apiece to The Marketing Department, founded in 2022. "We're here, and we are a full-service company," DeRossi said.

From web design to brochure creation, search engine optimization, and Google ads, clients can choose from a menu of services tailored to their specific needs.

"I've worked for lots of agencies in the past, and the commitment to your individual company is not really there," DeRossi said.

"We feel more like an in-house marketing department, and for all our support staff we have the same expectations—you have to care and produce quality work. So we have really great designers, copy writers, editors, and social media specialists." Said Sanders, "We are able to step in, and



Laura Sanders and Rachael DeRossi, above, met while working for DMEA, and launched The Marketing Department in 2022.

make your newsletter or social media vibrant and exciting."

Like The Marketing Department, DeRossi and Sanders feel that the community of Montrose has a lot to offer.

"The access to the outdoors and to the mountains, the pace...we love Montrose," DeRossi said. "We're obsessed with it," Sanders said.

The Marketing Department works with clients not just in Western Colorado, but across the nation, and DeRossi and Sanders are accepting new accounts.

"We started this company to grow it," DeRossi said, "While not losing focus on who we want to be."

Find the Marketing Department online at <https://>