

Minority marketing exec a trendsetter



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STEADY GROWTH: Yvette Craddock is the founder of Click Marketing Solutions, a marketing company based in Tempe.

Tempe firm is staffed entirely by black women

By **TONY NATALE**
TRIBUNE

Yvette Craddock, owner of a Tempe-based marketing company called Click Marketing Solutions, is becoming an expert in psychographics.

Psycho-what?

"Psychographics is the latest term in marketing," Craddock said. "It's used to describe a refined examination of a potential market. Demographics, for example, covers broad top-

ics such as age groups, gender, where potential customers reside and so forth.

"But psychographics examines how potential customers think and feel...their lifestyles, travel habits - all the things that give us a closer look into their minds and their lives."

Besides psychographics, Craddock said another industry trend - and latest term - is the "niche market."

"The niche market is a term used for another closer look at potential customers," Craddock said.

"The traditional way of

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reaching customers was by television, radio and newspaper ads. But now we send our clients' messages via the Internet and, instead of broad messages, we refine them and aim at specific potential customers - niche marketing - who spend many hours in front of their computers.

"Yes, this is the age of multitasking."

While psychographics and niche marketing may be the latest trendy terms in the world of business jargon, Craddock, herself, is a trendsetter.

Craddock is a black woman whose company at 20 E. University Drive, Tempe is operated by a staff of six - all women.

"I was raised not to see a person's color, but to see people as human beings," Craddock said. Craddock was born in Cedar Rapids, Iowa and moved to the Valley as a child with her parents.

"We had a very close-knit family," said Craddock, who graduated from Dobson High School in Mesa and attended Arizona State University.

An all-women staff?

"As for hiring women, well, they just happened to be the right people for our business needs."

Craddock admitted, however, that the minority-led as-

pects of her firm have set her apart somewhat from most others in the Valley.

"Yes, there aren't too many black-women-owned and all women-staffed marketing firms in the Valley, or in Arizona," Craddock said. "That aspect is mentioned a lot in business journals."

Craddock started her company from her home in Arcadia in Phoenix four years ago.

"My company grew faster than I had anticipated," Craddock said, adding that the firm has steadily increased revenue by 300 percent year-to-year since its beginning.

Gradually, she added employees and last year moved into her new office in downtown Tempe in the Chase Tempe Town Center.

She also expanded her services so that today they include brand development, marketing, media and public relations and setting up events for her clients, including Abrazo Health Care, the second largest health care service in Arizona, Gold's Gym and TDC Interiors.

Craddock is a member of the board of directors of the Scottsdale Museum of Contemporary Arts and founder of the Click 'n' Run Fund, a charity that raises money to support treatment and research of spinal cord injuries.

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