



Tenaysha Carroll (left) and Nathaniel Patterson run Patterson Marketing Group, a business marketing firm in Mobile.

Patterson Marketing Group LLC

As a youngster growing up in Mobile, Nathaniel Patterson Jr., was always curious about entrepreneurship.

“I wanted to know the reason behind promotional strategies and tactics,” the Williamson High School graduate said. “In addition, I was curious about the buying triggers of consumers.”

That curiosity has become a career for Patterson, who founded the Patterson Group, a marketing, public relations and training firm, in Los Angeles in 1994, and later moved the business to the Tampa-St. Petersburg, Fla., area. He ultimately returned to Mobile, re-launching the company as Patterson Marketing Group in 2011. The firm, the Mobile Area Chamber’s Small Business of the Month, provides services in branding and promotion, new business development, crisis management, communications and public relations, seminars and workshops, public speaking and publishing.

Patterson said his goal is to help small business owners and nonprofit directors avoid the pitfalls of entrepreneurship.

“I met a lot of entrepreneurs in southern California who were very skillful in their trade, yet they did not understand how to build relationships, influence and promote,” he said. “It may sound corny but I wanted to help the small start-up companies and grassroots nonprofits. I wanted to empower them with knowledge that would enable them to match their limited budgets with effective strategies, allowing them to incrementally build revenue.”

Patterson believes doing his homework on the market and clients, providing excellent service and relying on the Golden Rule – do unto others as you would have them do unto you – are what set his business apart.

He said the most common issues he sees small business owners having in the marketplace include a lack of knowledge of the market, a lack of creativity and a tendency to chase trends. A lack of adequate planning – or the lack of commitment to a business plan once it’s developed – is also a common mistake.

“We exist in the information super age,” he said. “Trends, strategies and opportunities are created and lost in weeks. But I think too many lose focus on what it is really about. For a business, it is about providing a product and/or service that can be profitably sold, client/consumer retained because of value created. Though perceptions are an important part of our work, there has to be substance.”

Patterson’s company is actively involved in the Chamber and the Minority Business Development Agency Business Center.

“As a businessman I understand the need to build positive relationships,” Patterson said. “In my 20s I learned the advantage of being an active Chamber member, being on committees and boards. The people I met open doors for the advancement of my company.”

Go to mobilechamber.com/award.asp to submit a Small Business of the Month application, or contact Danette Richards at 251-431-8652 or drichards@mobilechamber.com.