



Providing business development, marketing strategy and program execution services to technology and channel partner-based organizations

- **Marketing Strategy**
- **Partner Marketing**
- **Branding**
- **Program Execution**
- **Media Relations**
- **New Business Development**

“Marketing International has been a tremendous asset in helping us expand and diversify our business and has continually provided their services on-time and on-budget.”

Jim Heaton
President
Vox Wireless
(Microsoft CRM Partner of the Year)

Marketing International is a highly focused marketing strategy and execution firm that specializes in helping technology companies get the most out of partner-based business models. Marketing International helps businesses:

- Develop sound marketing strategies and plans to ensure maximized revenue potential.
- Market and sell more through Strategic Partnerships that leverage complementary products and services.
- Enhance branding and identity along with refinement of marketing messages and defined value proposition.
- Execute superior marketing programs for increased lead generation and pipeline development and execution assistance in order to optimize channel partner effectiveness.
- Increase market awareness and visibility through proactive media relations.
- Identify new business opportunities that can expand your market reach whether through expansion by geography, target market, or products and services.

Marketing International provides an industry-unique blend of strategic and tactical marketing services, providing a single source for companies looking to outsource all or part of their marketing efforts.

- Marketing strategy consulting
- Marketing plan and budget development
- New business development strategies
- Integrated marketing campaigns
- Closed loop sales and marketing programs
- Analyst and media relations
- Strategic partner sourcing and contract negotiations
- Channel partner recruiting and territory assignment strategies
- Marketing branding and awareness programs
- Market research and competitive analysis
- Customer satisfaction surveys
- Customer reference and loyalty programs
- Partner marketing material design
- Video, Web and multi-media production

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MI Offers a combination of marketing strategy and marketing campaign deliverables all under one roof.

The Marketing International team includes seasoned professionals who understand the goals and objectives of strategic marketing campaigns and the tactical activities required to make those campaigns successful.

Marketing International strives to establish long-term client relationships and become a partner in helping our clients achieve their goals through inspired marketing strategy and cutting-edge multimedia productions.

Marketing Strategy



Marketing International has decades of experience in the industrial and high technology business sectors that serve as a basis for helping its clients develop sound business strategies and business plans that set them apart from their competitors. Marketing International is able to leverage its deep knowledge base of primary industry research and practical business experience to guide its clients through a proven methodology of understanding core business objectives and then collaboratively formulating a proactive business strategy that is directed at increasing revenue and launching new lines of business. Services include:

- Marketing strategy and business reviews
- Business plan and marketing plan development
- Marketing message (elevator pitch) creation
- Market research and competitive analysis
- Customer satisfaction surveys

Partner Marketing



Marketing International is a highly focused sales and marketing strategy and execution firm that specializes in helping channel partners and OEM partner based clients get the most out of partner-based business models. We can help you maximize your ability to market, distribute and provide services as an independent business partner in conjunction with an OEM vendor, including:

- Source and negotiate new partner agreements
- Optimize channel partner effectiveness
- Develop new strategic partnerships to leverage complementary products and services
- Recruit and manage third party channel partners

Branding



Marketing International has extensive experience in branding and corporate identity programs that help to build marketing visibility and awareness as well as establish the company's persona in their market. This includes everything from defining your value proposition to your marketing message. Branding services include:

- Company and product brand analysis
- Re-branding, value proposition, mission statement development
- Creation of company and product logos and color pallets
- Core design elements and image selection
- Marketing material planning and hierarchy

Program Execution



Marketing International is prepared to manage and execute programs (Marketing Program Execution) based on the strategies that are developed, to ensure continuity and optimal performance. This includes:

- Marketing brochure design and production
- White papers, customer testimonials
- Email campaigns (coding, delivery and reporting)
- Nurture campaigns (email, telemarketing)
- Direct mail campaigns
- Customer base sales programs and promotions
- Lead development and tracking procedures
- Lead source tracking
- Telemarketing scripts and lead fulfillment plans
- Database selection, set-up and maintenance
- Web site design, search engine optimization (SEO), and web site maintenance
- Seminar and webinar programs
- Marketing calendar preparation
- Corporate and customer testimonial videos
- Trade show, conference and event execution
- Closed loop sales and marketing programs
- Customer reference and loyalty programs

Media Relations



Marketing International can help you build and sustain a positive relationship with the analyst and media community. These market influencers are instrumental in helping to build your market awareness and can help to build confidence with your target audience, that you are stable and forward thinking organization. Marketing International provides a variety of services to help you get noticed:

- Analyst and media briefings and media tours
- Media kit development
- PowerPoint presentation preparation
- Article and press release writing
- Editorial calendar planning and placement
- Advertising campaign development

New Business Development



Sustaining a successful business demands on-going process improvement, business planning and new business development. Whether the goal is to grow through acquisition, strategic partnerships, or organic growth and internal programs, Marketing International can help you through the process. As an independent organization, Marketing International is able to step back and provide valuable perspective and an unbiased view of a new business strategy.