



Marketing and Sales Consulting Services

In this tough economy you need to make sure your marketing program is producing the sales results you need. Is it time to overhaul your marketing plan, create or update your marketing strategy, start using social media or tackle a new product or region? We can help.

Our flexible approach includes short term support for specific projects or a longer term engagement as your virtual marketing department. Just let us know what you need and we'll develop a program for you. Use our expertise to develop your marketing plans, design & produce your web and print marketing materials, manage email marketing and social media programs. Some highlights of our services are shown below.

Marketing Strategy: Development of a marketing plan based upon an analysis of your current business activities, company vision and strategy. Includes metrics to assess success of each strategy and ensure that the marketing budget is being used effectively.

Email Marketing: Design of email marketing program including newsletters, promotions and customer outreach.

Social Media: Identify appropriate social media sites, establish effective profiles and develop strategy and goals. Maintain social media presence and measure success.

Marketing Materials: Design and production of logos, websites, brochures, white papers, tradeshow booths and promotional materials. Public relations including press releases. Advertising and promotional campaigns using print, web and social media.

Event Management: Conferences and exhibitions including design of booth and lead generation strategy; lead management and conversion; seminars, webinars, & educational programs

Alliance Management: Management of strategic partners, distributors, sales agents and contract research organizations.

International Marketing: Development and implementation of marketing plans for international business in Europe, Asia and India. Management of sales agents and distribution partners.

Business Coaching: Many executives enjoy the benefits of on the job support and training with an experienced mentor. Dedicated coaching with an experienced consultant is particularly useful for accelerating the learning curve for new managers, when entering new markets or when embarking on new programs.

To learn more about our services and experience, please visit our website www.stridingedge.biz . Please contact us to discuss how we can help you.

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