



This is your **marketing** now.

This is your **marketing** with **The Partner Marketing Group.**



Any Questions?

The Partner Marketing Group is a marketing consulting resource dedicated to the continued growth and success of our clients' marketing strategies.

You can utilize the services and products of The Partner Marketing Group to:

- Fill a temporary gap in your marketing organization with a virtual marketing director.
- Develop an integrated marketing plan to help your company supplement lead generation initiatives, target verticals and identify market opportunities.
- Make the most of the expertise of the consultants at the Marketing Resource Desk to review your marketing campaigns, collateral, offers, and provide consulting recommendations via an on-demand subscription service.
- Ensure your marketing collateral is the most effective it can be with a Marketing Collateral Audit. A consultant will review your company brochure, direct mail materials, and event invitations to ensure your message is consistent and correctly targeted at your audience.
- And more!

Virtual Marketing Director Program

The Virtual Marketing Director program is an affordable means of hiring an experienced marketing professional to assist you in generating new business, up-sell/cross-sell to your existing customer base, improve your web site from a simple online brochure to a lead generation vehicle, help you build a distribution channel (if appropriate), manage your marketing budget, and lay out your marketing strategy so it maximizes your business opportunity.

Enjoy the benefits of having an experienced marketing professional as part of your business team without the expense of a full time employee. Your Virtual Marketing Director will develop a comprehensive marketing plan and will work hand-in-hand with you to execute against the plan to generate leads for your organization.

Services include:

- **Marketing plan development:** The Marketing Director will work closely with your management team to develop a written marketing plan tailored to your organization's goals. This plan will address your goals and strategies, including budget planning for marketing your firm to your target market.
- **Marketing calendar:** The Marketing Director will develop a tactical marketing calendar that includes specific project plans and associated budget overviews.
- **Materials development:** The Marketing Director will either direct your marketing staff to develop marketing materials, tools, and campaign pieces, or will help you find resources for developing collateral. The Marketing Director will coordinate and communicate with the outsource providers to assure projects are completed on time and within budget guidelines.

The Virtual Marketing Director team is comprised of individuals who have years of Microsoft channel marketing experience and will provide each of their clients the marketing planning and implementation attention they need.

The Virtual Marketing Director program provided the marketing insight and guidance I needed to get my marketing where it needed to be. You get to work with an experienced marketing consultant who has a deep knowledge of the Microsoft partner channel, great product knowledge, extensive vendor relationships, and a deep pool of resources to leverage – all for an affordable fixed price!"

**Roger Borek, President
Borek Business Solutions**

Thank you for all of your help with our marketing projects. I have been extremely impressed by your knowledge and professionalism and appreciate that you have always been quick to respond to all of my marketing questions. I have worked with other marketing organizations in the past and that has not always been the case with them. You have been a pleasure to work with and I look forward to continuing to work with you in the future. I would highly recommend your services to any Microsoft partner who is looking to grow their business. You're the best!

**Rick Bellefond, President
RB Data Services**

The Virtual Marketing Director program has been so successful in our organization that we have signed up for 4 years. For a Partner with limited resources, the biggest advantage of this program is having a professional marketing resource who has years of experience working with Microsoft at a very reasonable price. The Virtual Marketing Director has been instrumental in so many areas, including a total rewrite of our website, getting special funding from Microsoft and keeping us focused and on track. The result has been consistent marketing programs all year long. Our success this past year can be attributed to our virtual marketing director and The Partner Marketing Group.

**Pauline Zorz, General Manager
Sherwood Systems**

On-Demand Services

Marketing Planning and Strategy

A marketing consultant will work closely with your management team to develop a realistic, action-oriented marketing plan for your business. Your marketing plan will be detailed, comprehensive, and customized to your organization with a specific focus on the following areas:

- Geography and target markets
- Vertical market opportunities
- Strengths and skills of your company
- Past marketing successes and areas for improvement
- Marketing tactics and campaign opportunities
- Marketing budget
- Appropriate Microsoft resources to incorporate into your plan

Marketing Resource Desk

Wouldn't it be great if you could tap into unlimited email support for your most pressing marketing questions, as well as receive marketing tips sent from the team of experienced consultants at The Partner Marketing Group?

This is a great option if you have limited marketing resources but an ongoing need for marketing consulting. This service is available by subscription and our experts are committed to respond to your marketing questions within 24 hours within standard working hours.

Marketing Collateral Audits

Drawing on the years of marketing expertise of our consultants, we will work with you to review your existing marketing campaigns and collateral. The marketing audit can help you improve your overall marketing messages and company image as well as the effectiveness of your campaigns. We'll take a look at your company brochures, sales collateral, event invitations and direct mail pieces and look for gaps in your materials and message. A consultant will evaluate up to five marketing pieces and will provide a written report and a one-hour phone consultation to review the findings. Use this audit to ensure your marketing messages are on track and on target.

Outsourced Project Management

At times, organizations might be limited in their project management resources. In other words, once the marketing plan is in place, who executes against the plan on a daily basis? This option includes a talented individual who can work hand-in-hand with your organization to execute on the high priority lead generation campaigns or other important marketing programs. Having someone in place with that "can do" attitude can mean the difference between a successful campaign and "I wish I hadn't spent the money on that marketing effort".

Nurture Marketing Program

The secret to successfully converting longer-term leads into sales is through nurturing or relationship marketing. Our nurture marketing services include a written plan for a sequence of nurture "touches" via a number of mediums (phone, email, direct mail) over the course of a year, a calendar to ensure the timing of the touches is executed, and a list of suggested offers designed to drive responses. It also contains consultation on preparing your company's website to function as a lead generation tool for the marketing campaigns with product-specific website content you can use on your website. This is a one-time deliverable and includes a phone consultation upon delivery of the nurture marketing program.

Marketing Training/Workshops

Marketing training and workshops are developed for CEO's, presidents, COO's, business owners, sales, and marketing professionals. The workshops cover all aspects of marketing, providing both strategic and implementation guidance to you and your organization. These sessions can be customized to your organizational needs and will give you and your company the know-how, ideas and tools vital to your growth.

Newsletter Content Subscription Service

You know the value of communicating with your customers and prospects on a regular basis. You know that "out of sight, out of mind" could potentially mean your customers will seek out another company when they need your services because you haven't been in touch with them. However, the time needed to develop interesting, relevant content for your newsletter just isn't available. Well, that problem just became a little easier with the Newsletter Content Subscription Service. You can choose from several options designed to meet the needs of your organization, from simply obtaining customer-centric content to a fully customized newsletter sent on your behalf.

Thank you for providing Accountable Software with a marketing audit. We've been planning to review and solidify our sales/marketing efforts for some time now, but other priorities always seemed to redirect our attention. Your audit gave us a well-designed tool which captured our focus and served to crystallize our thinking for moving forward. As a Microsoft Dynamics ISV, we found your knowledge of the community a valuable asset during this process. We look forward to working with you in the future.

David Novak, President
Accountable Software



Please call us today at 605.574.9432 or email info@thepartnermarketinggroup.com for more information!