



Strategy

Everyone needs a plan.
We have a unique
strategy.

Your business
communications were
never this well thought
out.

“What do you want to achieve or avoid? The answers to this question are objectives. How will you go about achieving your desired results? The answer to this you can call strategy.”

William E Rothschild





Our Experience

A great marketing communications campaign might look great on paper -- but it's doomed if you can't look at what has worked and what hasn't in the past.

Knowing how various industries behave, and how they don't, is critical in achieving a successful marketing effort.

Here are some that succeeded:

Manufacturing

A complete audit and overhaul of the existing documentation for a large plastic injection molding manufacturer. Their existing ISO certification was withdrawn at a critical moment as they began planning to enter the medical device market.

The existing ISO 9000 documentation was to blame. A decisive and quick response was planned, executed and delivered -- winning back the certification and a green light to begin the manufacturing expansion.

Avionics

The largest domestic regional airline in the United States faced a potential fine from the FAA due to inconsistent and erratic safety record keeping.

Using existing mandates and requirements, the entire Quality Assurance and Technical Resource library was audited, streamlined and placed online for quicker review. The result was more than financial savings; the airline now experiences increased time between mechanical inspections than is required.

Enterprise Software

Business intelligence requires vast amounts of data being updated and current. But the sales and marketing material at this European business was dated, stale and out of date.

Utilizing the considerable data already amassed on its clients, a data mining research project provided the strategic plan to develop a 150+ page user manual, 24 piece-per-year direct mail campaign and editorial placements in the company's industry-leading trade publications.

In addition to winning award for the collateral, sales increased 15% year over last.

Consumer and Small Business Software

Using a pure PR campaign, the maker of a highly specialized suite of software products became the market leader in a tight, narrow market.

By featuring the product within the context of a review in this industry's preeminent trade journal, the software company was able to establish its superior customer service and breadth of functions.





Our Skills

A great marketing communications and technical writing effort means nothing if it can't be executed with precision and accuracy.

A unique blend of talents is based squarely in:

Engineering Savvy

The ability to communicate complex, dry, technical data in an engaging way is an art form. By understanding the underlying concepts and conveying them clearly and with interest is strength.

Previous experience with complex technical concepts and advanced engineering protocols allows a steady and forceful hand when writing about these subjects.

Marketing Know How

Each industry has its own jargon and parlance. Knowing how this plays across multiple audiences is the key to rising above the chaff. The correct combination of marketing elements -- and knowing where they succeed and fail in each audience -- is critical in achieving the right "mix".

Is the audience primarily consumers or businesses? How do they respond to media? What are their needs?

Public Relations

All the efforts that are put into communicating your company's achievements should be shared -- and garner new business. PR can achieve this in multiple ways without ringing false. Trade publications and general press lend authority and can impart information that can not be delivered in any other form. Further, the lessons learned in finally getting your point across can be carried into other industries with the proper PR campaign.

Creativity

With an overloaded information stream, content needs a little help to be noticed. Getting your message across requires stamina, accuracy and a compelling message.

But it also needs a voice and tone that speak directly to your consumers. An imaginative and creative approach is the glue that binds all the elements of a noticed marketing effort.





Our Methods

A concise marketing message is composed of several elements that work together. All might be needed -- or only a few. A few to think about:

Direct Mail

Whether delivered in print or online, direct mail has the ability to target a precise message to a highly responsive audience. No waste or shot gun broadcasting.

Newsletter

Maintain your clients' interest and address their needs on a regular basis and they will become regular customers. Newsletters can speak directly to an audience that already understands your products with a direct, informative voice. It can also show an already-interested client what they might be missing.

White Papers

Be there when your audience has specific questions and needs immediate answers. Technical collateral assures them that you are knowledgeable and ready to stand by your products with exacting precision.

Case Studies

Highlight your products and your best customers. By showing what others are doing with your products, you have the ability to cross pollinate across industries. Opening up the possibilities between lateral markets creates unforeseen -- and unpredictable -- opportunities. By creating this community of users, your own research and development is enhanced in unexpected ways.

Event & Trade Shows

Highly motivated purchasers need to understand complex and intricate concepts quickly. Nothing is more effective than a face- to-face meeting that is supported by easy to understand and engaging marketing communications. To support the considerable expense of attending trade shows or sponsoring events, the marketing message must be on target and the audience researched thoroughly.

Trade Publications

As a regularly delivered and anticipated vehicle, the recipients of trade publications are a natural marketing target.

But which ones?

How do these audiences respond to marketing efforts?

By analyzing editorial calendars, demographics and readers' behaviors, a very strong component of marketing communications efforts can be delivered exactly to your market's doorstep.





Your Market

The overall communication must be consistent and cohesive. Consistent auditing and revising allows the company's message and identity to strengthen with each effort. Several departments may need to communicate in several different ways, but they all must speak with one voice.

Branding:

Specific Customers

Using data mining and digging through previous sales, the marketing communications effort can be fine tuned to identify several markets which require attention. This "outward" bound communication can follow all, or just some of the above suggested steps. Depending on the company's objectives and the scope, a marketing communications campaign can be crafted in a modular fashion to address each segment's particular strengths and weaknesses.

Primarily, newsletters and direct mail could play a large part in these efforts.

Horizontal Markets

Success in one industry can translate to success in another, if it's done correctly. By identifying the key components of a previously successful effort, you can leverage your efforts when deploying them in other industries.

Trade publication articles, trade shows and event sponsorships naturally lend themselves to these types of efforts.

Internal Clients

Getting your customers to talk to you is all well and good. But when you answer the phone, your sales force must know what the conversation is about. A core sales collateral library of technical, marketing and sales collateral is essential in establishing trust and closing a deal. Further, constantly changing marketing efforts need to be communicated so that your sales staff is in the know and confident when selling your services. In order to close the loop, a consistent and targeted effort is required.

Internal email or intranet communication is critical in achieving this final, but required step.

