

About Marketingsage



"Our relationship with Marketingsage allows us to afford the highest skills doing exactly the marketing task we need without the need to capitalise a boatload of expensive resources. Overall, our investment in Marketingsage is outstanding and I definitely recommend them."
Janae Lee, CEO, TimeSpring Software Corp. (acquired by Double-Take Software Inc.)

"Our return on investment to date in Marketingsage is outstanding ... I would definitely recommend them."
Woody Hutsell, President, TMS (acquired by IBM.)

"I would definitely recommend Marketingsage..."
Paul Hrabal, President, U.S. Data Trust Corp.

"Our return on investment in Marketingsage was outstanding and I would absolutely recommend them."
Shane Jackson, Director, Strategic Alliances, Quantum Corp.

"We would definitely recommend Marketingsage because they've provided Everdream with outstanding value for money."
Gary Griffiths, CEO, Everdream Corp. (acquired by Dell Inc.)

Marketingsage® clients beat their competition, attract better sales leads and win the loyalty of their customers with clear positioning, persuasive messaging, attractive design, crisp execution and productivity enhancing technology. It's these sales-focused attributes that make Marketingsage the go-to firm for achieving key objectives:

- + Annual and multi-year strategy and planning;
- + Demand and sales lead generation;
- + Stronger brands and enhanced corporate images;
- + Product and service launches;
- + New market entry and sales channel development; and
- + Efficient marketing operations.

To achieve these objectives Marketingsage effectively integrates:

- + Sales lead capture, grading, data correction, and nurturing.
- + Brand positioning, messaging and measurement.
- + Product, brand and project management.
- + Channel marketing with distributors, resellers and affiliates.
- + Press relations (PR) and analyst relations.
- + Social media marketing.
- + Search Engine Optimization (SEO.)
- + Pay-Per-Click (PPC) campaign management.

- + Digital online banner, text and video advertising.
- + Event, trade show, roadshow and conference management.
- + Print advertising.
- + Website management.
- + Direct mail campaigns.
- + Creative services including copywriting, graphic design, video production, website design.
- + Marketing automation software.

These high-value services can be combined with a client's own capabilities or entirely managed by Marketingsage.

For clients with fast-start projects in mind, Marketingsage can customize the following service packages:

- + Product/Service launch.
- + Sales lead tune-up.
- + Business expansion for IT products in the United States.
- + Marketing automation software selection.
- + Brand/message workshop.

marketingsage
talent + tools + contacts



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SBCA Best of Business award
USIEC Excellence in Marketing award