

The Marketing Difference

provides strategic marketing services to businesses that have projects in need of extra horsepower or as an alternative to hiring full-time resources. We excel at strategy development and project implementation.



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Maximize your marketing ROI...

The Marketing Difference is skilled at implementing projects that maximize marketing return. Examples of projects that have a positive impact on your business include...

Sales Team Tools

Arming the sales channel with the necessary sales tools is critical to grow revenue and retire quota. Sales tools ideas that pay off:

- Develop "sales points" that include value statements, differentiation, and FUD about the competition
- Create powerful customer presentations that capture the critical messages
- Develop content for sales training
- Create a reference library that includes presentations, collateral, and white papers
- Develop a customer business case to justify purchases
- Visually demonstrate where and how the product fits into the customer's network

We will make a difference for your business:

- ▷ **Cost Effective Project Implementation**
- ▷ **Increase Order Generation opportunities**
- ▷ **Strengthen Brand Credibility**

Request for Proposal Responses

Presenting the most professional package possible is the goal for every RFP response. Unfortunately the bid cycle is short and just getting it all complete can become standard practice.

We have years of experience in managing the RFP process, tailoring the written responses and completing the commercial details. Packaging, which portrays the image of the company, is another area we can lend expertise. The client determines whether we provide an independent perspective and package the final product, write the executive summary or manage the complete project.

Business Case Models

Demonstrating value in economic terms is paramount in business today. Gone are the days of building the best mousetrap and the product sells itself. Companies must present credible numbers on how their product improves the customer's bottom line.

Working with the client, we generate business models that talk dollars. We capture the current situation and compare results after deploying the product. This tool enables the customer to assess tangible value and their return on investment.

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Presentations to Multiple Audiences

Hitting a home run with a powerful presentation establishes credibility for a company and its product/service. Key to the credibility is understanding the audience and demonstrating an understanding of their needs and expectations. Whether the audience is a customer, a potential partner, or investor, we craft the pertinent message.

Our focus is to nail the content foremost while ensuring it is visually pleasing. We document the objective and what success looks like for the home run. We then craft a storyboard for review. Once agreed upon, we work with the client to complete the presentation.

Marketing Program Launch and Refresh

Marketing programs enable a closer connection with your customer and partners. We work with clients to customize unique ways to communicate whether through webinars, face-to-face meetings, or through personalized correspondence.

We provide ideas for program definition and competitive comparison. We also assess the value of these ideas. For example, what are the possibilities for a cooperative marketing, developer, or partner program. What is the competition providing in this area? Are there ways to reenergize the current program?

Collateral and Promotional Development

Developing the right content and messaging for promotional efforts will generate the right return on investment. Whether it is a brochure, product catalog, direct mail, website or trade ad, we can assist in all aspects of the process.

Many firms spend the bulk of their marketing budgets on this activity so why not ensure it is money well spent. We support clients through every aspect of the project as needed:

- Develop key messages that are on target with the intended audience
- Conduct market testing of messaging
- Design the look and feel
- Recommend target audience and placement
- Source promotional items

Company and Product Launch

Capturing the positioning and key differentiation is critical to a successful launch. We work with the client to ensure key proof points are incorporated into every aspect of the launch. We recommend developing a message tree for all target audiences and implementation via a comprehensive launch checklist.

We have experience in all aspects of a launch and the client determines where support is required. We can assist in planning, implementation or a full turnkey event.

**engage us for your
next marketing challenge**

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