

# Marketing Support

For B2B technology companies

Having access to professional marketing services for the creation of pertinent and valuable sales and marketing collateral is imperative in any organisations quest for increased business. However for a technology company correlating the features into valuable client facing benefits, so that potential clients can relate to a company's unique proposition, can be exceptionally daunting at times. Add to this the potential cost of recruiting and keeping these rare individuals and the task just does not get done.

Designed to interface directly with the MD/Sales/Marketing Director Translucent's portfolio of marketing services is a cost effective way of keeping marketing and business generation activities on track. This can offer a true alternative to employing expensive resource and can also supplement existing personnel just for busy times during the intensive campaign periods saving recruitment and management costs.

Ranging from Strategic to operational the services include:

- Marketing Strategy creation and planning.
- Hardware, software and/or service proposition creation.
- Integrated campaign creation and management.
- Sales collateral creation.
- Agency Management.
- Online marketing & tracking.
- Virtual Marketing Manager.
- Interim or temporary cover.

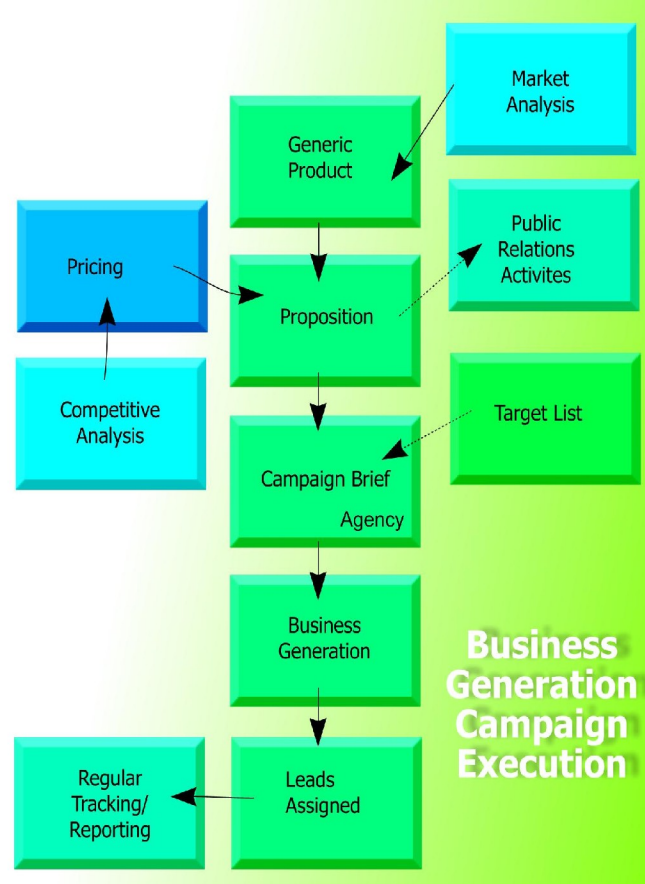
Such solutions are important to clients who:

- Need a **cost-effective alternative** to keeping business generation activities on track.
- Want to **reduce effort** on marketing activities to focus on sales.
- Need a **different marketing view** on existing products & services.
- Have a **lack of specialist staff** to manage marketing activities.

## Why implement an outsourced marketing solution?

Marketing Services from Translucent come with more than 15 years experience in managing hardware, software and services campaigns for technology blue-chip organisations. This helps to quickly sell both products and services to new prospects and existing clients. It also reduces the time to create propositions so that business generation campaigns can be deployed faster. Services can include:

- **Marketing Strategy and Planning:** Working from the company's key goals and objectives a full marketing plan is created and agreed. In the process a series of interviews, group strategy planning days are utilised. This is a key milestone in creating a workable plan to an agreed budget and saves the company both time and money ensuring that key sales objectives get deployed on-time.
- **Hardware, software and/or service proposition creation:** Designed to craft pertinent collateral from product and service features this service takes the raw materials to create one or more of the following sales collateral to help drive sales teams and external business generation campaigns. Sales Overviews, Solution Description/definitions. Response letters.
- **Integrated Campaign creation and management** – operating from the outline marketing plan and outline proposition each campaign is created and managed to budget. A unique proposition per target market is shaped and data acquired for the campaign process. A briefing document creates the outline objectives and requirements for a respective agency to deploy the action. This could be telemarketing, email and/or direct mail. Regular updates are provided to determine progress and at the close a campaign report is issued to access effectiveness.
- **Sales collateral creation:** In addition to the proposition creation above further sales collateral such as PowerPoint presentations, case studies, white papers, press release (in conjunction with an PR agency) can be crafted to support sales teams, PR purposes and for campaign deployment.
- **Agency Management** takes the pain away from managing the different creative, business generation; PR agencies etc. that routinely need to be engaged. This allows the MD/sales/marketing director to spend more time on strategic actions.
- **Online marketing & tracking** allows organisations to create specific online email & website campaigns to deliver results. When used with integrated website tracking tools and email service providers a powerful marketing weapon is available to keep intouch with clients.
- **Virtual Marketing Manager** working to a role definition this service allows for a greater scope of professional help to manage marketing activities for the SME organisation. The Marketing plan is created and agreed prior to any execution activities. From then on campaign, collateral and Marcomms actions are executed, with regular reviews to access effectiveness and determine the next actions.
- **Interim or temporary cover** – short assignments that ensure the marketing campaign plan continues even when key members are unavailable. This saves both the cost and risk of finding and employing a professional temporary replacement..



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