

revenue success strategic and implementation

S T E P H E N B O T T E

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Today, YOU are challenged to market high technology solutions in a fiercely

competitive market where budget and staffing resources are limited. Chartered with

the task of generating high quality leads and increasing marketing awareness, a

marketing organization must be highly successful in the development and execution

of strategic marketing programs that **meet sales needs.**

In order to **maximize budget**

and **optimize resources,**

outsourcing is a solution that can provide high impact and immediate results.

W H O W E A R E

Technology Marketing Group (TMG) is a marketing consulting firm with over 30 years of experience developing and implementing strategic marketing programs for high technology clients and a proven track record of success.

Our experience lets us hit the ground running, getting you results right away.

W H A T W E D O

We specialize in the development and execution of strategic marketing programs that generate high quality leads and increase market awareness.

Strategic Marketing Management

- Positioning
- Messaging
- Plan development

Program Management

- Development
- Management
- Execution

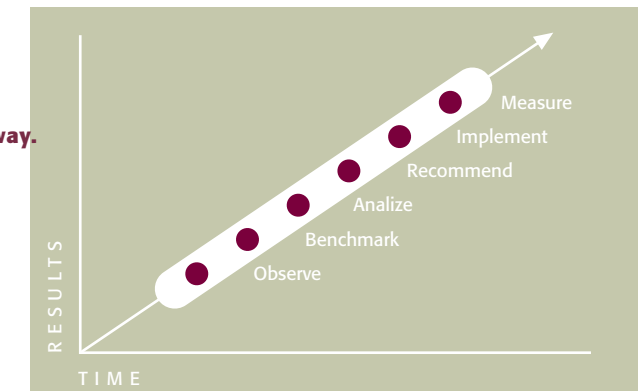
Market Research

- Market Analysis
- Competitive Analysis
- Focus Groups (development, execution, presentation and integration of results)

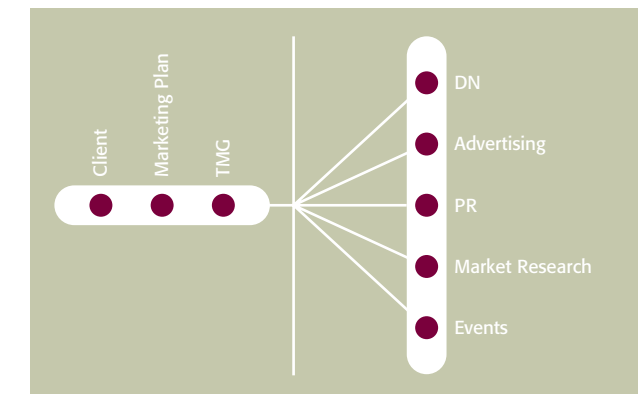
Marketing Communications

- Advertising and Public Relations
- Field Communication Programs
- Internal (Direct Sales)
- External (Strategic Partners)
- Sales Tools and Collateral Development
- Brochures
- Success stories
- Presentations
- Direct Marketing
- Direct Mail
- Web based
- Events
- Tradeshows
- Seminars
- Webinars
- Sales meetings and conferences

M E T H O D O L O G Y / P R O C E S S



Working closely with you, TMG helps you implement a jointly developed strategic marketing programs plan which yields results.



TMG acts as the interface to external organizations implementing your plan. This leaves you to focus on the strategic aspects of your job.

H O W W E D O I T

Working directly with you from a jointly developed strategic marketing program plan, TMG acts to compliment your existing marketing team by interfacing with your chosen vendors, or those we can recommend, in the execution of programs. With a understanding of the desired strategic marketing results, we keep a keen eye on the day to day management of vendors.

M I S S I O N S T A T E M E N T

Help clients achieve revenue goals through the development and execution of strategic marketing programs that generate high quality leads and increase market awareness.

C L I E N T L I S T

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|---------|----------------------|-----------------|-----------|--------------|------------|--------------------|
| ACTUATE | BROADBASE | HEWLETT PACKARD | INTERSHOP | LINUXCARE | NETSCAPE | SANDWICHDIRECT.COM |
| APPLE | FASTFORWARD NETWORKS | INGRESS | IPLANET | LOCATION-NET | ORACLE | SYBASE |
| ASCEND | FILENET | INKTOMI | INTIRA | LUCENT | PURE ATRIA | |

“TMG’s experience helped me be to be successful.”

— April Sakara

Director Enterprise Marketing,
Lucent Technologies

“With TMG’s help, our program exceeded global goals and raised the bar internally for lead generation.”

— Kendra Benitez

Sr. Program Marketing Manager,
Lucent Technologies, INS/Edge Access

“An understanding of what sales needs from a marketing perspective sets these guys apart.”

— Jim Demetros

Vice President of Sales,
Apple Enterprise Software (AES)