

STRATEGIC MARKETING SERVICES TO DRIVE MARKET ADOPTION

BEST MARKETING, LLC provides strategic marketing expertise as an outsourced “Virtual Marketing Department”. We partner with **NEXT** to assist their members overcome their pressing marketing challenges.

OUR FOCUS: Emerging and growth stage tech companies. We provide strategic *and* tactical marketing capabilities on a short-term or project basis. Clients benefit by eliminating expensive headcount while gaining the expertise of a senior business leader.

OUR OWN VIRTUAL TEAM: Expert writers, graphic artists, PR practitioners, and web developers enable us to execute our plans and campaigns in a *turnkey* approach.

OUR CREDENTIALS: *More than 90* tech companies since 2001 have engaged us. We’ve sold cloud software into every vertical market and enterprise job title. We help companies save time and money and while driving measurable results, revenue and traction.

OUR SERVICES: From marketing plans to full-featured campaigns, from sales decks and brochures to engaging websites and investor road-shows, we create and execute custom:

- Messaging and positioning
- Product launches
- Go-to-Market strategies
- Lead generation campaigns
- Digital ad programs
- PR and social media outreach

We can also serve as your interim CMO.

OUR VALUE TO NEXT MEMBERS: We take small budgets and tight timelines and produce remarkable results that have all the appearance of large company, big ticket expenditures. You will be satisfied with our work. And with the return on your investment.



WHAT MAKES US DIFFERENT ~ AND HOW THAT BENEFITS NEXT CLIENTS

- ◆ Obtain all the expertise of a 25-year *technology entrepreneur* and marketing expert that has built companies from the ground up;
- ◆ Gain a “C” level business advisor experienced in *launching* 100+ high tech products into every vertical market segment in the U.S.;
- ◆ Access the business, financial, media and analyst network of a well-connected technology entrepreneur to gain the visibility you seek;
- ◆ Leverage the services of an “A” team outsourced Marketing department when a website, collateral, branding materials and e-marketing campaigns needed;
- ◆ Address and solve your top-level revenue challenges...from beginning to end.

MARKETING AND LEAD
GENERATION EXPERTISE:

- Develop or revise **Messaging** and positioning
- Create or review **Business Plans**
- Prepare "**Go-to-Market**" strategies and tactics
- Identify **Target Markets** and analyze competition
- Develop/execute **Lead Generation** campaigns
- Create **Thought Leadership Events** to drive sales
- Revise **Pricing** strategies and models

COMMUNICATIONS, BRANDING &
CORPORATE IDENTITY EXPERTISE:

- Design/develop **Corporate Identity** materials
- Produce high impact print and electronic **Collateral**
- Create **Sales Presentations** that invite call-backs
- Design/develop new **Web Sites** to align with messaging
- Recommend product or service **Names and Taglines**
- Set up **Focus Groups** to test positioning and branding

PUBLIC RELATIONS AND CAPITAL
FUNDRAISING EXPERTISE:

- Prepare **Investor Presentations** to seek funding
- Identify **Angel Groups** and capital sources
- Create **Media Relations Campaigns**
- Brief **Industry Analysts** for inclusion in reports
- Identify **Speaking Opportunities** for building "buzz"
- Develop **Shareholder Communications** programs
- Draft winning **Award Nominations**

INTERIM CMO EXPERTISE:

- Conduct a '**Marketing Audit**' of current programs to identify areas for improvement or alignment
- Develop new **Marketing Strategy** and oversee execution of tactics
- Perform **Marketing Management** Role during corporate search for CMO
- Assist in **Sourcing Candidates**, interviewing, hiring