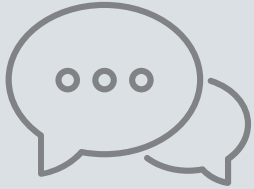




LEAD LIKE NEVER BEFORE.™



ACTIVMARKETING

CREATING SUSTAINABLE RELATIONSHIP & DEMAND

MARKETING SERVICES THAT DELIVER FAST AND PREDICTABLE OUTCOMES.

What is ACTIVMarketing?

It is a unique, market-tested approach for preparing, executing, and capturing thought and market leadership to drive demand and revenue growth.

Market leadership and revenue acceleration doesn't happen by accident or luck. It is planned for and acted upon with focus, energy, and dedication. ACTIVMarketing brings to you and your organization the ability to:

Neutralize the Competition

Create Highly Leveraged Marketing

Create Aura, Buzz, & Relationship

Minimize "Hand to Hand" Combat

Natural Qualified Pipeline Sufficiency

Executorial Focus and Results

Predictable Revenue Growth

ACTIVMarketing Value & Benefits

ACTIVMarketing ensures that your marketing efforts create, deepen, and monetize relationships with the market, prospects, and customers. And empower your sales team for increased success!

Based on a process-based approach, you eliminate error through data-driven marketing based on over 30 years of hand-on marketing leadership and executorial excellence to deliver:

Strong, Defendable Differentiation

More Predictable Sales Pipeline

Message, Value, Benefit Consistency

More Accurate & Productive Targeting

Fewer Competitive Sales Battles

Integration of Sales and Marketing

Improved Marketing ROI

MOST PROJECTS 45-60 DAYS, START TO END. A POSITIVE ROI WITHIN 90 DAYS.



**AFTERBURNER
GROUP**

LEAD LIKE NEVER BEFORE.™

EXPERTISE, STRATEGIES, METHODS, AND TOOLS FOR MARKET LEADERSHIP.

ACTIVMarketing at Work



STRATEGIES/TOOLS FOR MARKET DOMINANCE

Each customer engagement is unique, based upon individual business needs. To achieve our customer's goals a full range of ACTIVMarketing options is offered.

Market/Customer Surveys: A first line of offense in discovering perceptions, needs, and issues - from an outsider's point of view.

Industry/Market Analysis: Identifying, quantifying, or validating perceived or real opportunity. Understanding segment priorities and expectations.

Competitive Analysis: Digging deep into competitive offering, value proposition, positioning, messaging, product/service advantages and competitive disadvantages. Key preparation in determining best how to win, the first time and every time.

Customer Segmentation: Data-driven analysis and segmentation along purchase behavior, prospect and customer characteristics, spend profiling, profit contribution, and individual buyer or recommender wants and needs.

Value Propositions: Mining existing products, services, and solutions to identify clear, differentiable client value that can be exploited in the marketplace.

Competitive Positioning: Discovery and validation on positioning options, where to create new positioning or categories to drive revenue and business value.

Compelling Messaging: Identifying, testing, and formalization of differentiated and actionable messages for inclusion in elevator pitches, customer presentations, sales literature, advertising, and selling activities.

Corporate Branding: Identifying internal and external brand levers, formalization of brand attributes, launch/re-launch/infusion of brand across company and marketplace.

Social Media Integration & Acceleration: Strategies and tactics to integrate, coordinate, align, and advance the business and products into relationship and conversation within social media channels.

Product/Service Packaging & Naming: The discovery, testing of alternatives, and recommendation of product or service naming for consistency with overall value proposition and positioning, while creating differentiation for competitive advantage.

Strategic & Tactical Marketing Plans: Creation and formalization of 12-18 month integrated marketing plans, detailed down to required weekly activities, estimated budgets, success measurement criteria, ownership, and dependencies.

Marketing Return on Investment Analysis: Best practices and recommendations to link marketing activities to sales/opportunity management to revenue - for marketing spend optimization and improvement.

Collateral/Web/Presentation Reviews: Detailed review and recommendation of existing marketing materials for clarity, consistency, completeness, usefulness, and impact; recommendations on improvement and anticipated outcomes.

Technology Exploitation: Strategies to maximize marketing return and spend, recommendations on use and integration of common technologies for revenue acceleration and brand impact.

Partner Marketing Strategies and Plans: Strategies for exploitation of existing client relationships or partnership and plans for integrated marketing activities, including success criteria and measurement intervals.

AFTERBURNERGROUP.COM
+1 970-236-6331 | HOUSTON, TX USA



CREATING EASY, NATURAL
CROSS- AND UP-SELL VALUE



PROVEN, BEST IN CLASS PRODUCT
MANAGEMENT & MARKETING