

# Marketing Programs



Marketing Strategy  
Plan Development  
Execution



## Marketing Simplified

### SHOWCASING YOUR BUSINESS TO THE MARKETPLACE

Collectively, the staff at Palm Coast Technologies draws on the deep experience over a century of technology marketing expertise to help your businesses accelerate its growth.

Our core competency is aligning your sales and marketing activities with the way business customers buy, and we support this fundamental goal with a range of proven technology marketing solutions.

Whether we are working with you to rebuild your entire marketing process, augment your marketing skills, or write a white paper for you, our consultants begin with a comprehensive plan. We analyze your sales funnel and your prospects' buying cycles to build you an astonishingly clear, executable marketing project plan that guides your firm's every marketing tactic.

We'll then help you implement your plan with tailored marketing solutions:

- If you're a mature company with established processes, we'll work with you to define and embed the latest contemporary tactics in your marketing program that generate substantially improved revenues.
- If you have just reached "leading brand status," we'll help you to lift the skills of your teams with specialized marketing and sales support and training.
- And if you're an emerging growth businesses, we will build a plan to lock in and accelerate that growth. Then we'll support your sales team with state of the art sales tools, and your marketing group with "staples" like, white papers, website and print copy, public relations tasks such press releases and industry journal articles, event selection and execution, analyst relations briefings, blogs, and other social media content. Our marketing services can support your marketing department, build you a new one, or become it, as you wish.

Palm Coast Technologies gives your business a clear technology marketing roadmap and the skills with which to execute your strategy.

## Pricing

### THERE ARE A VARIETY OF WAYS TO ENGAGE US

Palm Coast offers standalone fixed price project proposals, ongoing monthly outsourced marketing support services or combinations of both. Contact our new client services group for a quote.

*"Palm Coast Technologies navigates the current business and economic operating realities to help companies identify business opportunities and drive revenue to their bottom line."*

### Marketing Support Solutions

- STRATEGIC MARKETING
- BUSINESS PLANNING
- CORPORATE GROWTH STRATEGIES
- LEAD GENERATION AND PIPELINE DEVELOPMENT
- EVENT PLANNING AND MANAGEMENT
- PUBLIC RELATIONS
- ANALYST RELATIONS
- PRODUCT MARKETING



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## Targeted Marketing Strategies