

/// TSL MARKETING CAPABILITIES OVERVIEW ///



WHO IS TSL?



Full-Service Growth & Marketing Agency

GLOBAL | INTEGRATED | AGILE



Full-Service Agency

Full-Service provider of marketing solutions and services
B2B Technology Marketing Experts
25 Years of marketing excellence
50 Full Time Marketing Professionals in North America



Integrated, Agile & Closed-Loop Marketing (SMART)

We implement integrated, agile, closed-loop marketing methodologies to maximize the value of marketing activities and ROI.

WHO DO WE SERVE?



RECOGNIZED, KNOWN, TRUSTED

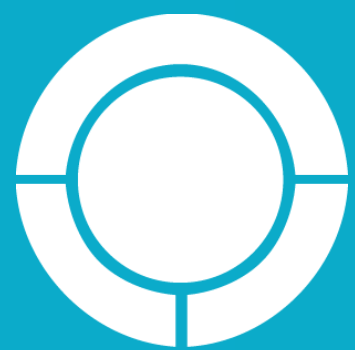
TSL has 25+ years of global technology marketing experience in developing strategy and executing marketing efforts.

- ✓ SaaS Providers
- ✓ VARs / Solution Providers
- ✓ Managed Services Providers
- ✓ Managed Security Services Providers
- ✓ Technology Manufacturers
- ✓ Independent Software Vendors
- ✓ Cloud Service Providers
- ✓ Systems Integrators / Consultants

NORTH AMERICAN LEADERSHIP TEAM



TSL's leadership averages over 20 years of B2B tech marketing experience and over 13 years tenure with TSL. TSL's 50 full time North American professionals include Creative Professionals, HubSpot/MarTech experts, Marketing Managers, and Inside Sales Professionals.



TSL Marketing is a full-service B2B Technology Growth Agency. The world's top technology companies including VARs & Solution Providers, MSP/MSSPs, ISVs, and SaaS firms trust TSL to help plan, develop, and manage their sales and marketing efforts.

Marketing Bundles

Blog / Blog Series	Partner Page Creation	Email / Social Series	Case Study	eBook
Content recommendations and strategy	Creation of a vendor or partner Web page	Email series creation	Case Study Outline	eBook concepting
Blog content strategy	Copy creation	Email copy creation, Social Post Creation	Copy creation	eBook copy
1 blog or 3-part blog article series	Design layout	Offer creation support	Design layout (pdf)	Design layout
	Marketing strategy support	Offer Landing page (LP) copy	Web page consultation	
\$1,500 (blog) \$5,000 (series)	\$5,000	\$1,500 (3 emails) \$3.5k (emails and LP) \$5k (emails and social)	\$5,000	\$7,500

Demand Generation

Digital Advertising	Lead Nurturing	Lead Generation
Digital Ad strategy	Nurture Plan Creation	5 SQLs
Digital Ad creation	Copy creation for campaign Emails (3), Blog (1), Social Posts (3)	LinkedIn Digital Ad Campaign Setup & Management
Audience set-up	Offer copy creation	Email
Ad spend (up to \$4k) and management	30 hours of Tele follow-up	Tele follow-up / warm hand off on leads
\$10,000	\$10,000	\$10,000



TSL Marketing

plan • develop • manage

in

f



You
Tube



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