

- **Marketing Strategy**
- **Program Execution**
- **Partner Development**
- **Digital Marketing**
- **Branding & Identity**
- **Content Development**

 **Microsoft** | Dynamics 365

**Recent Customer Awards for
Microsoft Dynamics 365:**

- Top 10 Marketplace Solution: 2013
- SMB Customer of the Year: 2014
- ISV of the Year Finalist US: 2015
- ISV of the Year Winner US: 2016
- Inner Circle: 2017/2018
- Partner of the Year Finalist: 2019
- Inner Circle: 2019/2020
- Co-Sell Prioritized: 2019/2020
- Preferred Partner: 2019/2020
- Inner Circle: 2020/2021

Marketing International is a highly focused marketing strategy and execution firm that specializes in helping Microsoft Dynamics ISVs and Partners get the most out of partner-based business models.

- Develop sound marketing strategies and plans to ensure maximized revenue potential.
- Market and sell more through strategic partnerships that leverage complementary products and services.
- Enhance branding and identity along with refinement of marketing messages and defined value proposition.
- Execute superior inbound digital marketing programs for increased lead generation and pipeline development and execution assistance in order to optimize channel partner effectiveness.
- Increase market awareness and visibility through proactive social media and online content.
- Identify new business opportunities that can expand your market reach whether through expansion by geography, target market, or products and services.

Marketing International provides an industry-unique blend of strategic and tactical marketing services, providing a single source for companies looking to outsource all or part of their marketing efforts.

We strive to establish long-term client relationships and become a partner in helping our clients achieve their goals through inspired marketing strategy and award winning program execution experience.

“Marketing International was instrumental in helping us win numerous Microsoft Partner awards and strengthen our relationship with Microsoft, while contributing significantly to our growth and success as a company. I would highly recommend them to any partner looking to improve their marketing effectiveness or wanting to maximize their partnership with Microsoft.”

-Christian Stepien, Founder, Experlogix

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Marketing Strategy



Marketing International has decades of experience in the B2B, B2C software market that serve as a basis for helping its clients develop sound business strategies and business plans that set them apart from their competitors. We are able to leverage our deep knowledge base of primary industry research and practical business experience to guide its clients through a proven methodology of understanding core business objectives and then collaboratively formulating a proactive business strategy that is directed at increasing revenue and launching new lines of business. Services include:

- Marketing strategy and business reviews
- Marketing plan and calendar development
- Marketing message (elevator pitch) creation
- Market research and competitive analysis
- Customer satisfaction surveys

Partner Development



Marketing International is a highly focused sales and marketing strategy and execution firm that specializes in helping Microsoft Dynamics ISVs and channel partners get the most out of partner-based business models. We can help you maximize your ability to market, distribute and provide services as an independent business partner in conjunction with Microsoft, including:

- Recruit and manage third party channel partners
- Source and negotiate new partner agreements
- Optimize channel partner effectiveness
- Develop new strategic partnerships to leverage complementary products and services
- Set up and maintain Partner Center, AppSource and ISV Connect portal infrastructures

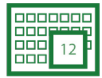
Content Development



One of the biggest barriers to successfully launching digital marketing campaigns is having compelling content. Marketing International can help to develop thought leadership and educational content to inspire your target audience.

- Marketing collateral and brochure design
- Written case studies
- Corporate and customer testimonial videos
- Articles and blogs
- PowerPoint presentation preparation
- Press release writing

Program Execution



Marketing International is prepared to manage and execute digital and in-person marketing programs based on the strategies that are developed, to ensure continuity and optimal performance. This includes:

- Trade show, and user conference execution
- Customer base sales programs and promotions
- Lead development and tracking procedures
- Lead source tracking
- Webinar programs
- Marketing calendar preparation
- Closed loop sales and marketing programs
- Customer reference and loyalty programs
- Analyst and media briefings and media tours

Digital Marketing



Creating a digital marketing strategy and program plan has never been more important. COVID-19 has accelerated the need for robust digital marketing campaigns, that can keep the sales pipeline full and ensure ongoing revenue generation. Marketing International can help to design digital campaign process flows, create content, and establish best practices for lead tracking and reporting, including:

- Email campaigns
- Social media campaigns
- Nurture campaigns
- Media kit development
- Advertising campaign development
- Joint Partner Marketing Programs

Branding & Identity



Marketing International has extensive experience in branding and corporate identity programs that help to build marketing visibility and awareness as well as establish the company's persona in their market. This includes everything from defining your value proposition to your marketing message. Branding services include:

- Company and product brand analysis
- Re-branding, value proposition, mission statement development
- Creation of company and product logos and color pallets
- Core design elements and image selection
- Marketing material planning and hierarchy