

MARKETING CONSULTING SERVICES

Falcon Ledge provides specialized marketing consulting services from seasoned, hands-on marketing professionals with a focus on building cost-effective programs that deliver sustainable results. Whether you need help launching a new company, managing a marketing department, or delivering on specific projects, Falcon Ledge can help with strategic thinking, expert project managers and impeccable professionalism.

Strategic Marketing

- Data gathering & analysis
- Actionable plan development
- Establish metrics for success
- Strategy implementation

Business Plan Development

- Research & analysis
- Copywriting, design & layout
- Pitch development

Branding, Messaging & Naming

- Brand & message planning
- Identity design consultation
- Brand standards development & documentation
- Naming conventions development

Copywriting

- Web sites
- Webcasts
- Editorial
- Customer case studies
- Lead generation
- Collateral
- Press releases

Product Launches

- Establish launch plan & timeline
- Messaging & content development
- Public relations strategy & implementation
- Collateral & packaging design
- Budget & team management

Telesales Program Development

- Content & script development
- Establish & track metrics for success
- Develop training materials & conduct sessions
- Create lead fulfillment processes
- Integrate with marketing initiatives

Partner Program Development

- Create program elements
- Program kit development
- Ongoing co-marketing program management

Market Research

- Interview stakeholders & define research needs
- Develop criteria & questionnaire
- Develop proposal
- Establish & manage research resources

Lead Generation

- Webcasts
- Email marketing
- Social networking
- Podcasts
- Blogs
- Virtual trade events
- Advertising (online & print)
- Third-party newsletter sponsorships
- Integrated media programs (Bitpipe/Tech Target)
- Corporate newsletters
- Effective targeting and web capture
- CRM system integration for processing & tracking

Web Site Development

- Branding & design implementation
- Content development & information architecture
- Search engine optimization & key word development
- Targeted landing pages and micro-sites
- Online lead generation and tracking programs
- CRM integration

Presentation Development

- Template design (static and animated)
- Content development: corporate, press, investment, product, sales

Customer Reference Programs & Case Study Development

- Develop reference program guidelines
- Create program & public relations worksheets
- Case study development (interviews & copywriting)
- Cultivate relationships for ongoing reference opportunities

Public Relations Program Management

- Develop goals, pitch messaging & presentations
- Press kit development
- Manage PR firm, track & report on metrics

Demo Development (Content, Planning & Management)

- Online
- Screencasts
- Product walk-through
- DVD/CD-ROM

Event Planning & Marketing

- Webcasts (via third party or implemented internally)
- Virtual and traditional trade events
- Corporate events
- Technology Council development
- User Group conferences