



# Strength Strategy Stability

## FastForward

Marketing Services ▶▶

### Marketing Services for the IT Industry Exclusively from BravePoint

"We've known and trusted BravePoint for their IT experience, so it was wonderful to find out they could also help us with marketing. BravePoint's FastForward team was responsive, creative and gave us a fair price. Our corporate brochure is now better and more effective than we could ever have imagined. We're thrilled with what they did for us and wouldn't hesitate to use them again."

Jennifer Jones  
Director, Professional Services  
Premier Results



**W**e realize IT experts may not be the world's most creative people. Numbers and algorithms excite us, too—not words and pictures.

But we know you want to communicate your expertise, services and passion for your business to your potential customers. You want to stay in touch with your current customers. You need a marketing plan, but you can't spare a lot of time to educate a marketing consultant about your business. We understand—we've been there.

***Introducing FastForward from BravePoint; the quickest, easiest, most cost-effective way to get the word out about your IT products and services.***

**BRAVEPOINT**  
Strength. Strategy. Stability.



## Get Up To Speed—Fast

In a tight economy, the first thing to go is the marketing budget—but you still need marketing services. After all, how is your bottom line going to improve if your customers aren't buying your product?

FastForward will help you get your margins up by getting your message out.

### ***With our program you can:***

- ▼ Target your most receptive audience
- ▼ Identify your most memorable messages
- ▼ Create a solid marketing plan
- ▼ Find the best channels for delivering your message

## Talent on Demand

Creative types make marketing seem easy, but trust us it's not. Designing a brochure requires a thorough understanding of a score of multimedia software packages, and it can be tough to write a compelling ad with just a handful of words—not to mention the technical hurdles that come with printing and placing ads.

At BravePoint we've gone through the learning curve. In the process we've pulled together a creative marketing team with solid IT understanding and experience.

### ***Our team offers the following advantages:***

- ▼ A thorough understanding of the IT industry
- ▼ Expertise creating IT marketing campaigns with proven results
- ▼ A short learning curve when creating a campaign for your company

Our pool of FastForward IT marketing experts are available on a contract basis, so they can be hired as needed.

BRAVEPOINT  
***IT marketing***  
***experts*** will  
guide you through  
the process at a  
**fraction of**  
**the cost**  
of contracting an  
ad agency or building  
your own marketing  
department.

## Tools You Can Use

### Initial Consultation

Our creative team meets with you to determine and define your marketing objectives.

### Messaging Matrix

Your key audiences are defined, along with the messages that will have the most appeal to them.

### Marketing Plan

A plan for executing marketing tools to meet your objectives is established.

### Roll-Out

Effective deliverables are produced on time, within budget and according to plan.



## Three Steps to Success

The FastForward process occurs over three key stages:

STAGE	KEY EVENTS	DELIVERABLES
<b>Discovery</b>	<ul style="list-style-type: none"><li>▼ Initial consulting session</li><li>▼ Receive materials from the client</li><li>▼ Define elevator pitch</li><li>▼ Define key contacts and decision makers on client side</li></ul>	<ul style="list-style-type: none"><li>▼ Messaging matrix</li><li>▼ Marketing plan</li><li>▼ Definition of goals</li><li>▼ Project timeline</li></ul>
<b>Rollout</b>	<ul style="list-style-type: none"><li>▼ Design of elements</li><li>▼ Design and copy approval from client</li><li>▼ Production of elements</li></ul>	<ul style="list-style-type: none"><li>▼ Digital, print, advertising, and/or PR materials as needed</li></ul>
<b>Post-Launch</b>	<ul style="list-style-type: none"><li>▼ Executive review</li></ul>	<ul style="list-style-type: none"><li>▼ ROI reporting</li><li>▼ Phase two marketing if desired</li></ul>



## Marketing Made Easy

FastForward is not limited to marketing or advertising. We can teach you how to create the following internal and external communications materials:

- ▼ E-Mail Marketing Campaigns
- ▼ Specialized Websites
- ▼ Press Releases
- ▼ Direct Mail
- ▼ Magazine Advertisements
- ▼ Brochures
- ▼ Training Catalogs
- ▼ Investor Relations Materials

## You're in Control

With FastForward you're in the driver's seat with a greater understanding of the marketing process. And since you're not dealing with an ad agency, you have greater flexibility.

With no large overhead to slow us down, the FastForward team can react quickly and decisively to changes in your market segment, with you leading the way. And since we pull from a large pool of contract artists, no project looks or feels the same.

## Find Out More

In addition to creating marketing materials and a marketing plan, the FastForward team can be contracted to teach you how to manage your own in-house marketing programs. We can provide you with templates to make the process easy to implement.

**For more information, call 770-449-9696 and ask for the FastForward team.**

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