

“Marketalk has helped us plan and execute a marketing strategy as we launched BostonNetSource. The team works in our best interests, making sure we invest our start-up capital wisely. As a result, we’ve hit the ground running with a substantial client base. We consider Marketalk a partner in growing our business.”

– Tom Spangenberg, President, BostonNetSource
www.bostonnetsource.com
BostonNetSource provides secure wired and wireless communications for enterprise clients.

“As a young, growing company, we were ready to kick things into higher gear. I’d worked with Marketalk before and never considered anyone else. Before we invested in marketing tactics, they made sure we had a plan in place, then produced an outstanding corporate brochure and Web site. As a result, we saved substantial time and money on these mission-critical projects.”

– Gene Fontaine, President, e-source, Inc.
www.esourcetrade.com
e-source, Inc. is a trader of electronic components, specializing in the networking and communications industries.

MARKET*talk*

Because Everyone Should Own the Marketing Plan.

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Is your
marketing
program
delivering
Return on
Investment?

MARKET*talk*

**Expanding into new markets.
Adding products and services.
Starting up. Facing the challenges
of a tough economy.**

That's when you need Marketalk.

How to Compete

In today's economy, every business must compete not just for scarce dollars and market share, but for the buyer's attention. The only way to succeed is by making all the right marketing decisions: by offering the right product, at the right price, with the right positioning and the right promotion.

Marketalk helps you to look at marketing from a big-picture perspective – to examine your business, product or service from your buyer's standpoint. Our ultimate objective is to help you do a better job of connecting with prospects and customers, thus building sales and growing your business.

How to Achieve Return on Investment

Marketalk works on your behalf to realize the highest return on investment for your marketing resources. We make recommendations based on our broad knowledge of the most cost-effective strategies to meet your specific objectives – considering the real constraints of time and budget. We are not tied to any specific promotional tactic, such as advertising, publicity or Web site development. Our only stake is in your success.

How to Create a Marketing Roadmap

Marketalk offers our clients a service called the Marketalk Planning Roundtable, a facilitated session that brings together a cross-section of your organization to focus on marketing-related business issues. The conclusions we reach form the basis of the marketing plan. Everyone at the table shares these conclusions – ensuring consensus and broad buy-in for the resulting plan.

The plan may include recommendations for internal fine-tuning, as well as an integrated communications program. The communications program emphasizes the most cost-effective tactics for achieving agreed-upon sales objectives, and includes a prioritized schedule and cost estimates.

How to Get Results

Marketalk stays engaged as the plan is implemented, ensuring that activities stay on strategy. We often build in mid-course corrections as the plan evolves.

Once we have agreed on strategy and tactics, Marketalk will work with you as a facilitator, providing ongoing guidance and training for your marketing staff – thus saving consulting dollars and making your employees more valuable.

Alternatively, we will serve as your outsourced marketing director. In this case, we manage all the details of the plan, collaborating with suppliers already in place or recommending those in our own network.

Typical Results

- Generate leads
- Make the phone ring
- Sell more products/services to existing customers
- Overcome market resistance to products/services
- Reduce cost of sales
- Edge the competition
- Open doors for your sales force

About Marketalk

The Marketalk methodology is based on universal marketing fundamentals applicable across industries and market niches. We have advised organizations ranging from online service providers to commercial printers.

Marketalk is a virtual partnership of senior consultants whose combined expertise is available to solve complex problems. This best-of-breed team includes experts in sales processes and training, trademark and intellectual property law, organizational development, and more. Our network also includes professionals in market research, graphic design, and public relations.

Management



Robin Lawson is managing partner and key visionary behind Marketalk. She has been in the marketing profession for more than 20 years, on the agency side in both public relations and advertising, and in corporate environments including Fidelity Investments. With her broad experience in all aspects of marketing planning and implementation, she includes successful product launches, re-branding programs, and award-winning advertising campaigns in her portfolio of achievements. For several years, Robin was also an independent weekly business columnist for the *Boston Herald*. She has extensive experience as a moderator and public speaker on marketing topics. A graduate of the Marketing Management program at the Harvard University Extension, she holds a Bachelor of Arts degree with honors from Smith College.