



## Company and Services Overview

iMcCMarketing is a digital sales & marketing strategy + services company. Its mission is to help guide organizations through the digital maze of online tools, channels & best practices that can be leveraged to dramatically improve sales & marketing performance.

Consulting services are organized into 3 areas:

### 1. Digital sales & marketing strategy.

The online communications revolution continues! With the emergence of many more online business channels, tools & tactics - CEOs & sales/marketing execs are struggling to figure out what strategy & mix of tactics to employ. iMcCMarketing will help you understand, assess & recommend a path- & align the plan with your business from the top down. More information at [www.imccmarketing.com/strategy.html](http://www.imccmarketing.com/strategy.html)

### 2. Specialist B2B marketing services.

Marketing has expanded its complexity & role considerably over the last 5 years, particularly with the evolution of digital, multi-channel & automated programs. iMcCMarketing has identified 9 areas of 'marketing modernization' that businesses could employ for revenue generation, cost savings & productivity. More information at [www.imccmarketing.com/b2b.html](http://www.imccmarketing.com/b2b.html)

### 3. eMarketing Technology evaluation & selection.

New communication & engagement technologies & tools are appearing weekly in this incredibly dynamic era of online business enablement. iMcCMarketing can help you assess any tool or technology based on its calculated value to your business objectives, its ROI, & how it would align with your existing processes, resources & infrastructure. More information at [www.imccmarketing.com/technology.html](http://www.imccmarketing.com/technology.html)

"iMcCMarketing helped me realize how far off the mark we were with our blend of traditional & online tactics, & what our competition was up to. Now we have a plan!"

"iMcCMarketing's objective analysis of our business & market really opened our eyes to many new options for our sales & marketing efforts, including automated programs."

### PRESS RELEASE

Read the iMcCMarketing company launch press release here:

[www.imccmarketing.com/PR/102010.pdf](http://www.imccmarketing.com/PR/102010.pdf)

### About iMcCMarketing



iMcCMarketing was founded by Andy McCartney, a broadly experienced digital management consultant & marketing practitioner who has spent the last 25 years consulting & collaborating with hundreds of companies of all sizes in many vertical & horizontal markets in both Europe & North America.

For the last 10 years Andy ran marketing for two B2B companies & was VP of client services for 2 leading marketing services providers, establishing-executing-directing digital sales & marketing strategies & functions.

He has an extensive knowledge of all marketing disciplines with a focus on digital technologies & practices relating to customer acquisition, retention, monetization, automation, modernization & analytics.

Andy is dual citizen of the US & UK, & is based in Atlanta, GA. His full bio is located at [www.imccmarketing.com/PR/ASM\\_BIO.pdf](http://www.imccmarketing.com/PR/ASM_BIO.pdf)

### iMcCMarketing is here to help. Are You:

- Short on bandwidth & need to make progress on critical marketing initiatives?
- Needing to boost your sales & marketing with new ideas, plans & ways to improve performance?
- Needing to understand the latest tools, technologies & practices – and benchmark your performance against your competition?
- A smaller but growing business that doesn't yet employ a full time VP of marketing, but need to leverage an experienced exec - ideally part time?



### Rates:

Consulting rates are either hourly (\$135-225/hr based on engagement complexity, urgency & length), or fixed price by the project. Email/call for a quote anytime.

### Contact iMcCMarketing :

- Call Andy on 404.271.3635 in the US or 01223.655.372 in the UK
- Email [andy@imccmarketing.com](mailto:andy@imccmarketing.com)
- Go to the website and summarize your interest at : [www.imccmarketing.com/contact.html](http://www.imccmarketing.com/contact.html)

