



## **We Saw a Problem**

Generating profitable growth has never been harder. Sometimes you simply need help. The problem is, if you go to a big agency or consultancy, you are often faced not only with paying the salaries of those assigned to your business, but also the high overhead to cover top management, expensive facilities, and the very high administrative costs of running a global service firm. That overhead cost is as much as 3X direct salaries! Go to a freelance resource or consultant, and you often don't get the bandwidth or full range of services you really need.

## **Meet the Next Generation Marketing Solutions Company**

The NextGen Marketing Group™ offers a practical solution. Our executive advisors – branded as the **NextGen Braintrust™** – are all senior level, highly experienced and credentialed leaders. We work in a highly collaborative way, focused on delivering complete marketing solutions to our clients. We work onsite, or virtually, so overhead is minimal. We leverage state of the art collaboration technologies that allow us to do that efficiently and effortlessly. You get the right people at the right time, regardless of geography. The big benefit to you is more brainpower against your business at less cost.

- Our collaborative culture helps you get to better solutions faster.
- Our entrepreneurial focus provides practical solutions.
- Our single point of contact teams offer totally integrated programs.

## **You Get An Integrated Solutions Dream Team As Your Partner**

**Marketing Strategy & Planning:** The **NextGen Braintrust™** offers a uniquely powerful team to partner with CEOs, CMOs, or your top sales executives. We take on projects, assume interim operating roles, or provide ongoing assistance as retained advisors. We have deep vertical industry knowledge across a broad list of consumer and B2B industries. Our functional expertise is extraordinarily broad covering every marketing and sales discipline.

**Marketing & Sales Execution:** Our **NextGen Braintrust™** executives have deep credentials successfully executing marketing/sales programs from years of operational experience. Plus, our **NextGen VMarket™** partners work with us to provide highly creative and effective total marketing solutions. They work seamlessly with **NextGen Braintrust™** executives to address the broadest possible range of executional needs in both traditional and new media, disciplines, and technologies.

## **We Can Help**

If you need to:

- Jump-start sales that have stalled
- Generate ways to re-invigorate or re-launch your brand(s)
- Accelerate growth in traditional channels – or efficiently utilize new ones
- Quickly fill a critical leadership position or staff a key project
- Launch new products or enter new markets
- Build loyalty and reduce churn among your most valuable customers
- Understand – and maximize – the return on every aspect of your marketing investments

Our **NextGen Braintrust™** has the expertise, the relevant experience, and the broad resources to define and implement solutions that quickly improve both your top and bottom lines. We do it in a manner that is cost effective. If you need help, give us a call. You'll be glad you did.