

**Your**

Digital Product Launch Team



**NextGen**  
MARKETING GROUP™

[nextgenmktg.com](http://nextgenmktg.com)

## Your Digital Product Launch Team

**THE PROBLEM** In today's technology-centric world, new innovations are constantly emerging across various industries to take advantage of these new capabilities to launch game-changing products and services—dramatically improving the way traditional services are delivered to customers. Health care, pharmaceuticals, entertainment, consumer packaged goods, communications, energy and transportation are just a few examples of industries going through this transformational shift.

While these new technologies offer tremendous benefit, they also present enormous challenges for the companies looking to introduce these new services. Traditional strategies, processes, systems, customer service and business models are no longer sufficient to enable a successful product launch and growth curve. In order to introduce these new digital products effectively, companies must install new approaches for design, development, launch, management and measurement—but lack much of the expertise, experience, and know-how to make this transition happen.

**THE SOLUTION** **The NextGen Marketing Group™**  
**Your Digital Product Launch Team**

We are a national team of highly credentialed and accomplished executives who have in-depth experience and knowledge developing, launching and marketing transformational digital products and services. We offer resources who can serve as Strategic Advisors, Project Leaders, or Contracted Workers to help you design and successfully launch new digital products with industry leading experience in:

- ▶ *Digital Health/Digital Medicine*
- ▶ *Wireless/Mobile Services*
- ▶ *Digital Entertainment*
- ▶ *Broadband Internet/Content*
- ▶ *Mobile Applications and Smartphones*



TO WATCH OUR COMPANY VIDEO

## Your Digital Product Launch Team

### OUR SERVICES

The NextGen Marketing Group™ offers our rich experience and expertise to help your company design, develop and launch and grow new digital products with specific emphasis in the following five areas:

- ▶ *Product Design/Definition*
- ▶ *Product Development Processes and Practices*
- ▶ *Product Launch and Post-Launch Processes*
- ▶ *Product Management and Life-Cycle Enhancements*
- ▶ *Product Measurement and KPI's*

### OUR TEAM Top Experience and Credentials

As former industry executives or consultants for top companies, our NextGen Braintrust™ team has led or participated in many of the most successful and innovative digital product launches in recent years. Here is just a sample of a few of the brands we have assisted:



CLICK HERE

FOR MORE OF OUR WORK

## Your Digital Product Launch Team

**WHY US?** **The NextGen Marketing Group™** is not a traditional “consulting” firm—staffed with a few senior leaders and a plethora of recent business school graduates who produce lengthy analysis and 3-ring binders full of charts for our clients. We are a team of experienced innovators who have led at the senior team level—but will also roll our sleeves up and are able to take the digital product strategy that is designed—and implement it effectively based on our knowledge of best practices.

### WHEN YOU HIRE OUR TEAM, We Deliver:

- ▶ *Top experienced—but affordable digital product innovators*
- ▶ *A team that collectively has knowledge, credentials and know-how across multiple digital products and market introductions.*
- ▶ *Efficient and cloud-based collaboration and communication processes to operate at a very high productivity level—without waste.*
- ▶ *A flexible range of compensation options for our clients—so we can fit within your operating budget.*
- ▶ *Knowledge of best practices for designing, developing, launching, managing and measuring digital products.*

### THE BENEFITS For Our Clients:

- ▶ *Higher quality product launches and lower risk of problems.*
- ▶ *Expedited cultural transformation for new products and future launches.*
- ▶ *We hit the ground running—very little learning curve or delay.*
- ▶ *We deliver solutions and results—not paper binders and charts.*
- ▶ *Training and knowledge transfer—we help your team learn how to do this.*
- ▶ *Team Approach—our clients have on-demand access to all of our Braintrust™ executives to get the best insights, ideas and recommendations.*

## Your Digital Product Launch Team

### OUR CLIENT PROGRAMS

As former operating executives and business leaders, we have taken a client-first perspective to designing the business model for the NextGen Marketing Group™, how we operate, and the flexible programs we offer our clients. We strive to be very easy-to-do-business with. Clients can select our expertise as:

**STRATEGIC PROJECT LEADERS** Our team can serve as the leader of your new digital product development project or serve as supplemental expert resources on the team. Typical projects we support are:

- ▶ *Product Definition and Product Strategy/Product Requirements*
- ▶ *Go-to-Market Strategy and Implementation*
- ▶ *Product Development Process/Management and Launch Readiness*
- ▶ *KPI and Measurement – Requirements and Implementation*
- ▶ *Customer Support and/or Business Process Strategy and Requirements*
- ▶ *Post-Launch Enhancements and Change Management Process*

**INTERIM STAFF AUGMENTATION** Our resources are hired as interim staff to fill current openings, supplement current talent and experience, or help with workload. Typically we would work at the Director, VP or SVP level, but also have several resources available as Product Manager/Product Development Managers.

**ADVISORS** Our team is often hired by clients to review their digital product strategies, development processes, and launch plans. We can support your present team as a part-time resource—offering review, input and recommendations along the way.

## THE NEXTGEN MARKETING GROUP™ CLIENT SUPPORT MODEL:

Sometimes hiring consultants or marketing agencies can be a very frustrating experience—both in terms of finding the right, qualified resources and someone who delivers a high ROI on the cost of their services. Having hired these types of resources most of our careers, we understand many of the games that are played and the resident price inefficiencies that always seem to be passed on to clients. So, we have intentionally designed the business model for the NextGen Marketing Group to be highly efficient with minimal overhead—meaning very high quality, talented and experienced resources delivered to our clients at rates that are extremely competitive.

### OUR BUSINESS MODEL

We utilize the latest in cloud-based, digital technologies to facilitate our internal and client collaborations and communications.

- ▶ *File Sharing*
- ▶ *Video or IM Chat*
- ▶ *Video and Web Conferencing Collaboration Sessions*
- ▶ *Online Meeting Calendars and Client Scheduling Tool*
- ▶ *Texting and Secure Email*
- ▶ *Online Project Management Tracking*
- ▶ *Digital*

### FLEXIBLE COMPENSATION OPTIONS:

- ▶ *Competitive Hourly Rates – Onsite or Virtual Support*
- ▶ *Flat Rate, Predictable Resource Programs (10, 20, 30 Hours)*
- ▶ *Flat Rate Project Fees*
- ▶ *Monthly Retainer Programs*

### OUR COMPANY—DEVELOPED BY DIGITAL PRODUCT INNOVATORS

The NextGen Marketing Group™ was founded in 2007 by technology industry product innovator Greg Crosby. Mr. Crosby spent 25 years designing, developing, launching, and managing multiple successful, pioneering digital products such as Wireless/Cellular, Digital Telephone, Voice-IP, Broadband Internet and Digital Content and Applications. During his career, Mr. Crosby launched over 100 new products and services, generating significant incremental revenue for companies such as Sprint, TCI Cable, US WEST/Qwest and McLeodUSA/Paetec. Since 2007, he has served as an advisor, contracted executive or strategic project resource for clients across multiple industries such as pharmaceuticals, financial services, energy, communications, consumer packaged goods, etc.



**Greg Crosby**

**Founder & Chief Executive Officer**

**25 Year Technology Industry Product Innovator**

**LinkedIn**

Our NextGen Braintrust™ team consists of experienced and highly accomplished digital product innovators—located across the country. Our entire team is available for all clients as needed—to help you design, develop, launch, manage and measure success for your digital products. To review our team, detailed bio's and our credentials, please click on the icon below:





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or to schedule a FREE consultation:

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