

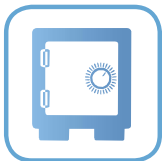
## SERVICES BROCHURE



Inbound Advocates is a marketing agency that specializes in Information Technology content and CRM/Marketing Automation for Independent Software Vendors selling into the Fortune 1000. We have more than 20 years of experience in software sales and marketing, and with this expertise we offer what is known with clients as Marketing as a Service. Much like you would utilize Software as a Service or IT as a Service, Marketing as a Service is what Inbound Advocates sees as a perfect business investment for ISVs looking to make a jump to the next iteration of growing their business without a major investment in human resources.

**Inbound Advocates has more than 20 years of experience selling within these disciplines:**

**InfoSec**



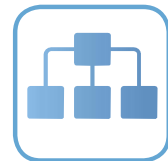
**CRM**



**ERP/Logistics**



**Network  
Management**



# Perfect for the ISV needing on-demand marketing resources

Whether you're interested in using us as your full scale, turn-key outsourced technology marketing department or a resource for industry-leading content on demand, Inbound Advocates can provide an essential strategic marketing resource at a fraction of the cost you would incur by hiring and training a marketing director and sales admin. We understand your focus on software development, sales and product support, and we believe that you will save time, money, and hassle by utilizing us in a Marketing as a Service play. With Inbound Advocates, you can continue to run your business and no matter your monthly budget, we have a marketing service offering for you.

For effective and efficient movement of prospects through your pipeline, content is king. This makes your marketing effort a critical component to the life cycle of your product, and the lifeblood of your company. Your marketing effort should touch every segment of your product life cycle, with marketing being the hub that gathers knowledge from each segment. In doing so, the end result will be highly-valuable business and technology communication that helps accelerate accounts through your pipeline. We have been doing this for 20+ years, and would like to share our experience with your key stakeholders to help you grow your business.

**Our Marketing as a Service offering complements your existing resources.**



## Marketing as a Service

- Planning
- Buying Process
- Buyer Personas
- Sales Enablement Tools
- Lead Generation Campaigns
- Channel Support
- Referrals/References

### Development

- Concept
- Requirements
- Design
- Coding/Debugging
- Testing

### Product Mgmt.

- Market Problems
- Win/Loss
- Competitive Landscape
- Distribution Strategy
- Product Roadmap
- Pricing
- Buy/Build/Partner

### Sales

- Sales Process
- Training/Enablement
- Presentations/Demos
- Prospecting
- Event Support
- Channel Support

### Software Delivery

- Implementation Requirements
- Proof of Concept
- Customization
- Application Training
- Data/Data Migration
- User Acceptance

### Support

- Implementation Requirements
- Proof of Concept
- Customization
- Application Training
- Data/Data Migration
- User Acceptance
- Fixes/Updates
- Communications/Response



## Our technology sales & marketing expertise resides in:

- InfoSec: We have been working with Information Security vendors since 2008, advocating client solutions for both Windows/UNIX and mainframe systems.
- CRM: Our Customer Relationship Management experience runs deep as it is an integral part of the inbound marketing automation and lead management process.
- ERP/Logistics: Our Enterprise Resource Planning & Logistics experience dates back to the late 1990s as organizations sought ways to optimize inventories with improved forecasting and shipping.
- Network Management: Our experience in Network Management and Service Desk is extensive. We understand the dependencies that business services have on network infrastructures, physical and cloud-based, and the need to secure them.

Because of this extensive IT discipline experience, we can start creating content immediately after our initial complimentary discovery call. You won't spend valuable time educating us on your products, and we can understand your value prop after just a short conversation. We are a quick, agile, and specialized technology marketing agency and work best with similarly small, agile, and innovative ISVs.

## Why we are different from other marketing agencies or PR firms

We offer Marketing as a Service. You don't need to hire a team; you can outsource your marketing much like an SMB would outsource its network management as a service or Software as a Service (SaaS). Unlike other marketing agencies or PR firms, you don't have to spend valuable time and effort to explain your software to us, or its significance in the marketplace. There's no ramp-up time, and after a one-hour discovery call we will understand your business and products enough to start marketing for you immediately.

Not only do we understand your products, we also uniquely understand your customers. We have worked alongside sales executives for more than 20 years and understand what is needed for your sales team to close software and technology services business. Most importantly, we understand how your prospects are purchasing technology, and we help create content that assists you in the journey to close deals.





## We can complement your existing sales resources with:

- **Technology Copywriting to Accelerate Your Pipeline**

We understand your need to convert complex technologies that business decision-makers understand and will act on. We can help you do this with whitepapers, eBooks, brochures, blogs, social media, and more!

- **On-Demand Campaigns for Your Upcoming Events**

Is there a specific event or product launch you'd like extra help with? We can help you with lead generation using a multi-pronged approach with targeted campaigns across multiple vehicles with sales programs that generate actions from your prospects.

- **Strategic Consulting**

Need an outside-looking-in assessment of your marketing or Industry Analyst Relations strategy? We offer consulting in all marketing areas to support your growth plans.

- **End-to-End**

For ISVs looking for expert resources to support a sales team *now*, we can offer you a full-service marketing department at about the cost of a single marketing FTE.



### Interested?

Contact Inbound Advocates for a **free 30-minute consultation** where we can assess your sales goals, and we can begin turning sales-enabling content around for you in a matter of days.

Your sales team deserves the support to succeed. For more information visit [www.inboundadvocates.com](http://www.inboundadvocates.com) or contact us via phone at **(423) 212-3127** or email at [info@inboundadvocates.com](mailto:info@inboundadvocates.com)



<https://inboundadvocates.com> · [info@inboundadvocates.com](mailto:info@inboundadvocates.com) · (423) 212-3127  
Chattanooga "Gig City," Tennessee

 [www.linkedin.com/inboundadvocates/](https://www.linkedin.com/inboundadvocates/)  [@inboundadvocate](https://twitter.com/inboundadvocate)