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**MarketBlazer** is a technology based marketing agency specializing in lead generation and lead management. As a marketing agency focused on helping businesses thrive, we combine a proven marketing process and strong technology background with the latest in internet, social media and mobile marketing tactics to develop solid long-term marketing strategies for our clients. Our goal with marketing is simple and straightforward: **To help every client's business thrive!**

MarketBlazer delivers exceptional quality and service to our clients. Our environment is creative, challenging, respectful, and innovative. The contribution to the success of our clients is what gives MarketBlazer its strength and leading-edge position in its marketplace.

There are numerous marketing tactics available when developing new strategies to **inform, educate** and **engage** prospects about your business and your products and services. These different tactics, some optional and some mandatory, are used at different times depending on the market situation, customer interest and desired result.

At MarketBlazer we have grouped these tactics into seven marketing service categories to better communicate their effectiveness when evaluating their use. Regardless of which marketing tactic you use to improve your marketing, one constant always holds true; **Strategy First**. Critical to all ongoing marketing success is an effective Marketing Strategy. Before beginning any marketing tactic it is imperative to have the right strategy in place. Therefore, at MarketBlazer we always begin every client marketing campaign with **Strategy First**.

MarketBlazer is led by Ray L. Perry, Chief Marketing Officer, high-technology marketing executive, **Certified Duct Tape Marketing Consultant**, and author.

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## CLIENT SERVICES INCLUDE:





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**Ray L. Perry** heads up MarketBlazer, a technology based marketing agency specializing in lead generation and lead management. Ray's experiences as a high-tech sales and marketing executive and online marketing consultant merge to serve his clients in an environment that is creative, challenging, respectful and innovative.

As a **Certified Duct Tape Marketing Consultant**, Ray helps his clients develop marketing strategies to find prospects that have a need for their products and services, and engage these prospects to **know**, **like**, and **trust** his clients, becoming long-term customers. This can further result in these new customers referring Ray's clients' to other potential customers with the same need or problem.



With over 25 years of senior sales and marketing experience coupled with C level management experience, Ray understands the marketing process and its role in supporting the growth of your business. Ray knows that only sales results demonstrate marketing effectiveness. Having sat where you sit, Ray understands your challenges and concerns.

Ray brings nearly three decades of leadership expertise in operations, sales and marketing of high technology products and services within start-up and high-growth entrepreneurial environments to the MarketBlazer team.

Ray is the author of *Guide to Marketing Your Business Online* (2010), the co-author of the recent Amazon bestselling book, *Renewable Referrals* (2014), and the co-author of the soon to be published *Small Business Owners Guide to Local Lead Generation* (2015).

Follow Ray:

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## CLIENT PROGRAMS INCLUDE:





## MARKETING ADVISOR PROGRAM

**Would you like access to a Marketing Professional from time-to-time?** Are you looking for a Marketing Program where you and your team can discuss marketing strategy, bounce ideas around and gain insight to the latest in marketing tactics? Are you looking for the most cost-effective way to confirm that the marketing direction you have undertaken is sound? Do you want to take the leadership role in your marketing but occasionally get stuck and need to discuss the best next steps?

The **MarketBlazer Marketing Advisor Program** will serve as your marketing sounding board and occasional marketing resource. Communicating via email with those responsible for changing your marketing direction we answer questions and recommend new strategies and tactics.



## MARKETING COACH PROGRAM

**Would you like to do the work yourself, with professional coaching?** Are you looking for a Marketing Program where you and your team can take the lead in executing your marketing strategy and do the work yourself, but have the assurance that professional assistance and guidance is there to keep you on track, on time and on budget?

The **MarketBlazer Marketing Coach Program** will serve as your backstop resource. Through monthly online meetings with those responsible for changing your marketing direction, we will recommend new strategies and tactics. We will be the sounding board for ideas and plans, review documents and provide advice and play the role of devil's advocate on key moves. As an impartial third-party we will provide an objective review of your current situation and future direction based on agreed upon goals. We will work in tandem with your team leader as a facilitator.



## MARKETING CONSULTANT PROGRAM

**Would you like complete hands-on assistance and done-for-you services?** Are you looking for a Marketing Program where you and your team have complete hands-on assistance and done-for-you marketing services in the creation, implementation and execution of your marketing strategy? Are you looking to have some or all of your marketing tactics done-for-you by a professional marketing agency?

The **MarketBlazer Marketing Consultant Program** will serve as your hands-on mentor. We work directly with selected managers or team leaders to help them with their role in changing your marketing strategy. We make specific recommendations for adjustments to current strategy and tactics as well as make specific recommendations for new marketing tactics. For those marketing tactics that you and your team lack the time and/or expertise, MarketBlazer will deliver professional done-for-you marketing services.

# MARKETING PROGRAMS



## VIRTUAL MARKETING MANAGER PROGRAM

**Are you looking for the benefits of a full-time Marketing Professional without the expense?**  
Are you looking for a Marketing Program that provides the benefits of a full-time Marketing Professional without the expense and commitment of hiring a dedicated employee?

The **MarketBlazer Virtual Marketing Manager Program** provides the experience your marketing requires without adding long-term costs to your business. You may be handling the marketing yourself or with the assistance of a marketing coordinator, but recognize the need for full-time marketing management. It may not be the right time to hire a senior marketing employee. You may not be sure of the level of qualification of the marketing manager you may eventually hire and don't want to incur the risks of hiring the wrong person that may not fit your company's personality.

MarketBlazer will work with you and take the leadership role for your company's marketing. Working from our offices, we make specific recommendations for adjustments to current strategy and tactics as well as make specific recommendations for new strategies and tactics. If required, we would recommend specific work distribution changes, recommend appropriate personnel changes and provide specific skills development and/or counseling. For those marketing tactics that we agree need to be executed to grow your business, MarketBlazer will deliver professional done-for-you marketing services.



## INTERIM MARKETING MANAGER PROGRAM

**Are you looking for Professional Marketing Management during a period of transition?**

Are you looking for a Marketing Program that provides professional management of your marketing team during a period of transition or unexpected growth? The MarketBlazer Interim Marketing Manager Program provides your business the marketing leadership you require during short-term employee transitions. Perhaps you have had in-house professional marketing and for unexpected reasons have lost it and need to maintain continuity in your marketing department and with the current marketing strategy.

Maybe you are in the early stages of a start-up and need experienced marketing management which can be essential to acquiring additional funding, or maybe you are involved in a major one-time event such as an acquisition, merger or going public and need temporary senior marketing leadership to maintain continuity and professionalism. You may be creating a new channel strategy and require separate marketing management for this initiative to focus on the specific needs of a growing channel.

With the **Interim Marketing Manager Program**, MarketBlazer can take on the marketing leadership role required to maintain continuity. We can become involved in more aspects of your business than just marketing, taking on more responsibility and getting involved in your business in greater depth. We are involved on-site with your business at a greater degree which can include face-to-face interaction with customers, investors and board members.





## STRATEGY FIRST

Whenever business owners use the **Strategy First** approach to fulfill their business marketing goals, they always start with a vision of what they want to accomplish. They then refine that vision with a concrete plan of marketing tactics and before actually implementing these tactics they also think of backup plans. Regardless of what type of marketing tactic is used in the end, as long as you keep your marketing strategy in mind, success will follow.

Before you can begin to formulate a plan of marketing strategies, you must first identify three important components that will create the basis for your plan: first, who your ideal client or target market is; second, what gives your particular business a competitive advantage over other businesses offering similar products and services; and third, how do you communicate that unique difference in a compelling way. After honing in on these three aspects of **Strategy First**, you will be able to devise the best possible marketing strategy for your business.

**Who is your Ideal Client or Target Market?** Who is it that you want requesting your products and services? Who are the people you want to be working with in the future? Who needs the products and services you are offering? When you clearly identify your target market, you will have a better understanding of how to shape the content of your business marketing message. And when customers see that your message is more personal and more focused, they will have a better impression of your business and will be more likely to use your products and services in the end.

**What makes your business different?** How you describe your business in terms of the value you offer is critically important. What you say is a reflection of your business and its unique products and services. Keeping in mind who your audience is every time you try to sell your products and services to prospects, always remember your Unique Value Proposition. What problems have you and others in your industry faced, and what is it that you and your business can offer to create the best solutions possible to these problems? Is there one particular aspect of your customer service or product offerings that leaves a good impression on most customers?

**How do you communicate that unique difference?** How you communicate your message and the manner in which you present your business and your products and services to prospects should be consistent throughout your company. Whether it's your website content, sales people or even your brochures, your consistent message is the way your prospects will remember your particular business. Your consistent message gives your prospects an impression of what they can expect from you if they work with you in the future. The process of delivering a consistent, professional and compelling message that differentiates your business from your competitors is your Core Marketing Message.





## FUNDAMENTAL MARKETING

Once you've got your marketing strategy in place, it's time to commit, plan, and execute. That's where Fundamental Marketing comes into play. Fundamental Marketing is the core of all successful marketing. Fundamental Marketing is how you launch your plan into reality, then measure and monitor your results. This phase is indispensable in creating a sound marketing plan – but once it's done, you'll need to consider some practical matters before you can take action:

- How much can you spend on your marketing activities?
- Which tactics and tools, exactly, will you use to accomplish your goals?
- What will you do, when?
- How will you evaluate how well your marketing efforts are working?

By sorting out and thinking through all of these details, you'll make the leap from just having an ideal marketing plan to one that actually happens, one that gets the job done.



## INFORMATION MARKETING

With Information Marketing you will combine time-tested content generation tactics with advanced marketing technology for an inexpensive strategy to effectively establish name recognition, enhance credibility and improve visibility. Information Marketing is about turning standard company information into valuable marketing capital with the goal of driving prospects to your website for information.

Using engaging educational articles, blog posts, press releases, case studies, white papers, and other forms of content, you can provide your prospects with the information they need to begin making a purchasing decision. Information provided in these formats yields a steady stream of laser-targeted traffic to your website. The top search engines value information-packed content on websites, and will send interested prospects your way because your website offers the information your ideal clients are looking for.



# MARKETING SERVICES



## ONLINE MARKETING

The internet has profoundly transformed the way people communicate and interact with each other. This change has also dramatically affected the business world by altering the way people shop for products and services. Ten years ago, companies reached their customers through trade shows, print advertising and other traditional marketing methods. Today people start their shopping experience by using the Internet and more specifically search engines, especially Google. In order to remain competitive, business websites need to be found by search engines and this takes a comprehensive search engine marketing strategy.

Your website may be the most valuable real estate your business owns. Using it wisely, you can go from having a merely informative website to one that moves your best prospects through the sales process faster.



## SOCIAL MEDIA MARKETING

Social Media Marketing is today's "word-of-mouth". With the evolution of social media outlets such as Facebook, Twitter, YouTube, LinkedIn, and Pinterest, you gain the ability to reach your target audience in new and engaging ways which can help you achieve your marketing goals faster and less expensively than ever before.

Social Media can attract and hold the attention of vast demographics that have grown numb to more traditional forms of marketing and advertising. It also has a tremendous capacity to reach wide audiences in just a short amount of time and sustain visibility on the Internet.

A Social Media campaign harnesses the power of relationship to ultimately convert online searches into sales. Customers gained by Social Media Marketing tend to be loyal in buying and in promoting your business among their connections. Consider these facts, smart phone users check Facebook 14 times a day, YouTube is the second largest search engine after Google, and 50 percent of all LinkedIn users are business decision makers.



# MARKETING SERVICES



## MOBILE MARKETING

Through the use of strategic Mobile Marketing techniques you will be constantly connected with your target market. With the overwhelming adoption of smart phones and tablets, consumers today are spending more time than ever researching products and services from their mobile device (81 percent of US adults age 25-34 own a smart phone).

Mobile Marketing strategies will also allow you to connect with your target market in a more effective way. Consider these facts, 9 out of 10 mobile searches lead to action, more than half lead to sales, mobile coupons get 10 times the redemption rate of traditional coupons, and half of all local searches are performed on mobile devices. The visibility and credibility you gain from Mobile Marketing will drive the success of your business.



## DEMAND MARKETING

Demand Marketing is just that, it's about creating demand, getting your message in front of your target market at the point in time they are looking to buy. By delivering the right message to the right people at the right time, you can bank on an uptick in sales. Your message must be timely and relevant if it's going to hit the mark.

Using Demand Marketing methods, you demonstrate your understanding that in today's world the consumer is in control. You discover who they are, what they want, how they want it, and where they go looking for it. By responding to consumer demands, you turn shoppers into loyal customers.

