



JLC Marketing

JLC Marketing, Inc.

JLC Marketing provides a full complement of outbound marketing and communications services to increase awareness of and demand for your company, products, and services.

The company was founded on the philosophy that all effective marketing initiatives start with a very clear understanding of three cornerstone elements: your objectives, the target audiences, and the messaging. From these we develop and implement outbound marketing and communications strategies, programs and campaigns that deliver the appropriate message to the each audience in such a way as to compel them to take the desired action, leading to you achieving your stated objectives.

Effective programs with a fast time to market

JLC Marketing consists of a team of seasoned marketing professionals with expertise covering all marketing communications disciplines. Collectively we provide the depth and breadth of experience needed to successfully complete projects on strategy, on schedule, on budget, and with minimal ramp-up and supervision. Whatever the initiative, our prior experience enables us to grasp the opportunity quickly, avoid common pitfalls, and achieve success efficiently.

Broad range of marketing services

JLC Marketing provides consulting services ranging from crafting marketing strategies and planning multi-faceted integrated campaigns to developing lead generation programs and website content. To help you meet your marketing objectives, JLC Marketing can:

- Develop **marketing strategies** that result in the optimum mix of programs and materials to deliver a compelling message or offer to the target audiences.
- Manage **integrated campaigns** that require experience in many disciplines to ensure all elements cumulatively create high impact in the marketplace.
- Craft audience-specific **solution- and benefit-oriented messaging**, and deliver the messages through an optimal mix of social media, website content, advertising, collateral, direct marketing, sales tools or other materials.
- Increase **awareness and demand** through high-impact, targeted campaigns and programs that create a cumulative effect through consistency of design and message.
- Implement **vertical market campaigns** that direct specific messages and offers to highly targeted market segments and sub-segments.

Contact Us

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Description of Services

Strategy Development

In providing strategic planning for marketing launches, campaigns and on-going programs, JLC Marketing will determine the optimal communications mix to effectively and efficiently deliver highly targeted messages that will compel your audience to take action. Everything that could impact the outcome of the campaign will be considered, including an in-depth look at each audience, campaign objectives and success metrics, environmental factors (e.g. technology, regulations, competitive moves), product capabilities, positioning and differentiators, channel mix, segmentation strategy and vertical market focus, budget, and target implementation date.

Implementation

JLC Marketing will implement the campaigns, applying throughout the planning and development process extensive hands-on know-how in all communications disciplines. Below is a brief summary of specific capabilities and services available for each discipline:

Websites: Audience definition, needs analysis, content architecture, UI and navigation design, and content development.

SEO / SEM: Optimize organic search engine results and develop targeted pay-per-click search engine marketing campaigns.

Collateral: Collateral architecture, standards, development, production, and distribution, covering all types of media including digital, online, and print.

Direct Marketing: Campaign development and management of the implementation, including list sourcing, database management, materials development, sourcing offers, and tracking of results. All media including direct mail, e-mail, online, and direct response advertising.

Branding: Corporate and product brand strategy, positioning, and personality. Includes development of corporate identity, product identity, and identity usage guidelines.

Advertising: Advertising strategy, media strategy for all types of advertising, including brand, product, and direct response ads. All media, including print, radio, TV, online, and outdoor.

Sales Tools: Tools strategy based on selling cycle, needs analysis, and channel strategy. Development of all types of sales tools including interactive demos, demo scripts, presentations, RFP response and email templates, ROI models, and giveaways.

Telesales Campaigns: Messages, audience definition, scripts, list sourcing, and follow-up materials.

Events: Event strategy, planning, implementation, and tracking. All types of events – tradeshows, conferences, executive seminars, web-based seminars, analyst and publisher event – for all types of audiences, such as customers, partners, press, and channels.

PR: Strategy development for analyst and press relations. Includes press events, press & analyst tours and briefings, press releases, press kits, and corporate backgrounders.

Customer Programs: Customer reference programs, advisory councils, and customer events. Reference programs include full range of participation, such as quotes, case studies, speaking engagements at events and as part of podcasts and webcasts, and prospect and press referrals.

Retail Merchandising and Promotions: Consumer and channel promotions including all planning and implementation, including mailings, offers, hand-outs, training, detailing, and materials, such as POP displays, shelf-talkers, merchandising systems and shippers.