



# ElasticSolutions

*Extend your reach*



# ElasticMarketing

Our suite of strategic demand generation solutions, **Elastic Marketing**, is designed to get your sales force in front of your target audience with the right message at the right time. Based on methodologies that have been cultivated over time, **Elastic Marketing** employs impactful best practices and processes that drive qualified leads, revenue and measurable ROI. Think of it as your one-stop revenue generation system.



# What does Elastic Marketing provide?

- › **Marketing & Demand Generation Strategy & Execution** – breaking down your current internal processes, what you've done in the past, what's worked and what hasn't, and planning a roadmap for success
- › **Account Profiling/List Augmentation** – drilling down into your target accounts to find the decision makers and influencers that you need to be in front of
- › **Demand Creation/Lead Generation** – employing seasoned professionals and best practices that create demand for your business and generate qualified, 'sales-ready' leads for your sales force to pursue
- › **Drip Marketing and Lead Nurturing** – putting together an automated process that keeps you in front of targets that aren't quite 'sales-ready' now, but could be in the near future, ultimately making sure that potential new clients don't slip through the cracks
- › **Industry Research and Content Generation** – conducting research that provides marketplace intelligence, and leveraging that research to build engaging content that drives more sales ready leads into the pipeline
- › **End-to-End Campaign Management** – providing a demand generation expert that acts as your campaign manager, ensuring that campaign goals are not only met, but exceeded. Overall time to value is greatly improved
- › **Powerful Reporting Engine** – reports that provide target audience behavior and market analysis so you and your teams can adjust your approach accordingly

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