



ElasticSolutions

Extend your reach



Who We Are

Elastic Solutions provides webinar-based marketing solutions and services that increase target audience engagement, drive more qualified leads and improve overall pipeline value.

From cloud-based webcasting and virtual event technology that enhance demand generation and accelerate opportunities through the sales funnel, to marketing services that get businesses in front of the right decision makers and drive more 'sales ready' leads in the process, Elastic Solutions improves the ways business leaders communicate with their target audience.

The company is headquartered in Houston, TX at 3100 South Gessner Road, Suite 135. To learn more, please visit www.elasticroi.com and/or call 832.831.5844. We look forward to working with you!

Elastic Events

Extend your reach and engage global audiences with virtual environments that deliver more traffic and measurable event ROI.



Why Virtual Events?

- › **They're More Cost Effective** – no more airfare, lodging, space rental or costs involved to ship your booth equipment, literature, etc.
- › **Extend Your Reach** – touch people that can't justify going to a live event. The number one reason people don't attend 'live, physical' conferences is because they can't justify the cost and time away from the office. No travel here, people attend from the comforts of their desktop or mobile device. With Elastic Events, problem solved
- › **Extend the Life of Your Event** – more often than not a physical event is over when it's over. Take your event virtual and extend its shelf life through on-demand archiving, keeping you engaged with your target audience over a longer period of time
- › **More Measurable** – track everything your attendees are doing within your virtual environment – what booths they visited, content they viewed and downloaded, presentations they attended, questions they asked, interactions they had with sponsors and their peers. All of this is at your fingertips with a powerful reporting engine that lets you measure user activity and behavior, what's hot and what's not, so you and your team can adjust accordingly
- › **Go Green** – it's time for 'green' companies to not just talk the talk, but walk the walk. Reduce carbon emissions, take away the travel component.



When are Virtual Events Applicable?

- › Industry Tradeshows
- › Career Fairs/Recruitment Centers
- › User Group Conferences
- › College Fairs
- › Partner Expos
- › Sales, HR, Leadership Training
- › Product Launches/Showcases

Elastic Meetings

With unlimited reach, our cloud-based webcasting solution, **Elastic Meetings**, allows you to engage your target audience, live or on-demand, and drive impactful results. From lead generation to training, our webcasting platform has you covered.



Why Webcasting?

- › **Educate Your Target Market** – get them engaged with an interactive, easy to use platform
- › **Extend Your Reach Anywhere, Anytime** – get going anywhere and everywhere, from your office or any mobile device
- › **Powerful Reporting Engine** – real time and archived reports that provide complete visibility into target audience engagement

How Can Webcasting Solutions Help Me?

- › **Marketing** – create more demand and drive qualified, 'sales-ready' leads for your sales force. Accelerate opportunities through your pipeline more effectively and upsell existing accounts
- › **Brand Awareness** – get your solution, and your business, front of mind
- › **Corporate Communications and Training** – touch, train and motivate your teams from anywhere on the globe
- › **Partner Updates** – get your channel up to speed and equip them with the tools they need to succeed

Elastic Marketing

Best practices and processes that drive qualified leads, revenue and measurable ROI.



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 mores 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

832.831.5844
sales@elasticroi.com
www.elasticroi.com

3100 S. Gessner Rd.
Suite #135
Houston, TX 77063