

# From Strategy to Execution, We Are a Well-Oiled Marketing Machine

Austin-based Launch Marketing provides high-impact and cost-effective marketing services that generate leads and drive revenue. From short-term projects to long-term marketing needs, we deliver results.

Join the 150+ companies who turn to Launch Marketing to:

- ✓ Launch new products
- ✓ Enter new markets
- ✓ Streamline marketing efforts
- ✓ Optimize lead generation campaigns
- ✓ Create partner marketing programs
- ✓ Implement cross-sell/up-sell programs
- ✓ Increase visibility and brand awareness
- ✓ Surpass the competition

Proven results. Just ask our clients:



**300%**  
Increase in Average  
Click-Through Rate After  
Implementing PPC

**112%**  
of Quarterly Goal Achieved  
with a Lead Generation and  
Nurturing Plan Executed

**400%**  
Increase in Website  
Registrations for  
Industry Event

Visit our website to learn more about our services or call us today to schedule a complimentary consultation with a Launch Marketing Expert.

[www.launch-marketing.com](http://www.launch-marketing.com) | 512.495.9900

# B2B Marketing Services

Our services span from developing go-to-market strategy, messaging and integrated plans for clients to ensuring our partners have a smoothly running marketing machine that generates leads and drives revenue growth.



## LEAD GENERATION

Wanting to acquire and nurture leads with direct and online marketing, or a mix customized to your company, context and needs? We'll help you generate leads!



## STRATEGY + MESSAGING

Wanting to ensure you are reaching the right audience with the right messages in the right ways so they'll convert to customers? Let's get strategic.



## COMPANY + PRODUCT LAUNCHES

Launch. It's who we are and it's what we do. We are experts in helping Austin's B2B tech industry launch new products and companies as well as enter new markets.



## VIRTUAL VP

Do you have a gap in your executive team, or need leadership in the areas of marketing and/or sales enablement? Let Launch guide you to greener pastures.



## WEB DESIGN + DEVELOPMENT

Needing to polish your first impression for prospects? Let's build a new website or tweak your current site to be user-friendly, impactful and optimized for search.



## INTERACTIVE/ONLINE

Hoping to grab a prospect's attention with social media, SEO services, PPC, demos and videos? There are several outlets to attract unsuspecting prospects via online.



## CONTENT + COLLATERAL CREATION

Wanting to leave your prospects with compelling collateral that will stay with them long after you leave?



## BRANDING

Let us build your brand into a cohesive identity system that communicates your unique company and differentiates you from the competition.



## EVENTS

Needing a Launch pro to strategize, design, and execute your next tradeshow, conference, or virtual event? We do it all.



## MARKETING AUTOMATION

Needing more insight on your capabilities with marketing automation? Audits, strategy, execution and training – we have a team of marketing automation experts across multiple tools.



## ADVERTISING

Are print and digital advertising an effective method for your business? How are you using them to help you acquire new leads and raise brand awareness? Let's talk about it.



## GRAPHIC DESIGN

When great ideas meet great design, big things happen. Launch can help improve, update or create visuals that speak your brand and ideas.



CONTACT US TO LEARN MORE  
ABOUT OUR SERVICES

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