

# WHY LAUNCH MARKETING?

**B2B Marketing Services That Support Revenue Goals** 

Want to build a bigger sales funnel with more qualified leads and drive more revenue? Consider Launch Marketing, an Austin-based B2B marketing firm.

So, why choose Launch Marketing? Simply said, we are great at what we do! Okay, okay, we get it. You probably need more, so here it goes.



#### Full Service B2B Technology Marketing Firm

From strategy to execution, Launch Marketing's turn-key marketing services have helped 150+ B2B tech companies. We're a one-stop marketing shop with notable expertise in the following areas:



LEAD GENERATION





VIRTUAL VP OF MARKETING



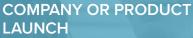
SALES AND MARKETING ALIGNMENT



WEBSITE DESIGN AND DEVELOPMENT



- INTERIM MARKETING DIRECTOR
- DIGITAL MARKETING AND
- MARKETING AUTOMATION AND TECHNOLOGY SERVICES
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CAMPAIGN AND CONTENT

**DEVELOPMENT/EXECUTION** 



**BRANDING AND DESIGN** 

Need more? We're just getting started.



## **Trusted B2B Marketing Experts**

Our team brings a breadth of senior-level expertise with a full-service approach to help clients maximize marketing impact.



### **Deliver Client Results with Bottom-Line Impact**

We provide high-impact work and we're passionate about everything we do. Not to brag, but check out a small sliver of our client results:

400% increase in rise in conversion registrations of MQLs to Opps for industry from lead gen of quarterly event efforts goal achieved with lead gen 68% and nurture plan of projected revenue driven by marketing activities

Whew, hopefully that sealed the deal! If not, we've got a ton more.

#### **Recommended by Clients**

"Launch Marketing has done such a fantastic job 'launching' us and we will always be very, very grateful for that. The quality of the work is very impressive. Launch Marketing just hit the nail on the head each time."

- Chris Loughlin, CEO, Digital Pharmacist

(Net Promoter Score) average over the last 5 years ... BTW, that's higher than Amazon!

"Launch's strong understanding of B2B demand gen, coupled with their ability to come up to speed quickly on our markets and their commitment to communication with our team, resulted in top quality." - Linda Roach, Vice President, Marketing, Planview, Inc.

"Launch Marketing's team has everything you hope for in a long-term partner: agility, commitment to excellence, and an honest investment in your organization's values and goals. Alert Logic engaged Launch's experts to assist with marketing automation campaign creation and delivery, template design, and social media. They were instrumental in helping us transition our assets during a re-branding stage and their strategic recommendations have allowed us to generate more leads with better content. Ultimately, we trust them with our brand."

- John Whiteside, Vice President, Global Marketing Programs, Alert Logic

# READY TO GET STARTED? Contact Our B2B Marketing Experts for a Free Consultation

www.Launch-Marketing.com/learn