

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



B2B STRATEGY AND MESSAGING



COMPANY OR PRODUCT LAUNCH



VIRTUAL VP OF MARKETING



INTERIM MARKETING DIRECTOR



CAMPAIGN AND CONTENT DEVELOPMENT/EXECUTION



SALES AND MARKETING ALIGNMENT



DIGITAL MARKETING AND INTERACTIVE



BRANDING AND DESIGN



WEBSITE DESIGN AND DEVELOPMENT



MARKETING AUTOMATION AND TECHNOLOGY SERVICES

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.

RELIABLE

15+ years in business
(we're not old, we're seasoned)

Wide range of B2B clients spanning a variety of industries (chances are, we've worked in yours)

Industry experts with 15 years average experience between team (can you say WOW factor?)

Our clients love us (and we love them too)

85%
of business
is referrals
and repeats

64%
of clients
with Launch
1+ year

27%
of clients
with Launch
5+ years

*Still not convinced?
Check out our proven results.*



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:

112%
of quarterly
goal achieved
with lead gen
and nurture
plan

400%
increase in
registrations
for industry
event

156%
rise in conversion
of MQLs to Opps
from lead gen
efforts

68%
of projected
revenue driven
by marketing
activities

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

**70
NPS**

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

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

"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