

GTM360 Marketing Solutions

Making it marketable

GTM360 provides all-round go to market solutions to enable high-tech companies derive incremental value from their existing ideas, products and capabilities.

Products, services and web-based companies alike can use our go to market solutions to enhance marketability, formulate new revenue models, enter new markets, increase ticket size, shorten sales cycles and realize value in many other ways without spending more to enhance their products or build new service capabilities.

A unique blend of products, services and web expertise; proven go to market track record with medium and large high-tech companies; global orientation; and an unswerving commitment to quality – these are our hallmarks.

Come to GTM360 and maximize value from your ideas, products and capabilities.

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SOLUTIONS

GTM360 provides the following outbound and inbound marketing solutions for high-tech companies.



Offering

- Discover internal strengths
- Identify differentiators
- Scan industry hot topics
- Package strengths and differentiators
- Create go to market themes / marketable offerings

Content

- Prepare marketing collateral
- Design canned demos
- Web presence comparison
- Prepare keyword set, landing pages and microsites
- Provide specs for superior features and frictionless online interactions

Campaign

- Source / prepare target mailing list
- Design and execute outbound and inbound marketing campaigns
- Generate / receive leads

Sales Support

- Market intelligence
- Scripted demos
- Cross-selling
- Contract review

CASE STUDIES

- American widget maker grows revenues manifold
- IT services company creates a business from a project
- ERP vendor boosts adoption of Internet-enabled version