

Company Overview

Outsourcing marketing made easy

workingarts
Marketing

Mission Statement

Workingarts designs, orchestrates and delivers tailored, comprehensive marketing services for a total marketing solution from one vendor

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The Marketing Gap

No marketing strategy

No time to implement too busy running a business

No resources allocated sales and product development come first

No in-house marketing resources

No time to coordinate marketing programs

Why workingarts?

You have an urgent need for marketing support

You are ready for the web and need help getting started

You need to update your sales and marketing collateral

You cannot justify hiring a marketing employee

You are ready to take your business to the next level

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You will succeed because

workingarts knows marketing

Over 12 years in product marketing, sales, product management and PR experience

workingarts knows digital arts

Over 15 years of digital publishing experience

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Products & services

Sales Tools

Marketing Tools

Public Relations

Partner Development and Support

Project Coordination

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Sales Tools

Presentations

Executive briefing, elevator pitch, business manager, competitive positioning, in-depth product presentation

Sales Guides

Positioning, Scenarios, In-depth product overview, Sales Pitch, Telemarketing scripts, FAQ, Competitive information/analysts, Price list

Marketing Tools

Consulting services

Strategic planning, corporate culture enhancements, promotion strategy and implementation

Market Analysis

Creative production

Company and product brochures

Web Site development, repair, update

Marketing events

Seminars, trade shows, focus groups

Public Relations

Consulting services

Press release authoring/editing/distribution

Press tours (phone/travel)

Press coverage

Customer testimonials

Press releases, articles, success stories, website

Partner Marketing

Consulting services

Launching/revising partner programs

Partner tools

- Partner Relationship Management

- Cross reference tools

- Reseller kits

- Partner campaigns

- Partner contracts

Project Coordination

Workingarts partner network

Printers, mail houses, CD/DVD production,
Video production, ISPs, etc.

workingarts locates and orchestrates third
party services

Seeks and presents competitive bids

workingarts gets the job done!

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Why choose workingarts?

Silicon Valley experience at San
Joaquin Valley prices

Free marketing programs evaluation

Non-disclosure agreement

Marketing programs suggestions

Proposal

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Contact information

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