

## Need help getting your new idea off the ground?



When your engineering team develops the coolest thing you ever saw, you may face a market that doesn't seem to care and doesn't want to buy. **If you analyze the root causes of disappointing sales, you may find:**

- **A Weak Product Marketing Process** – Are you really analyzing your customer's needs and the competitive environment? If you start off with a concept that is not properly researched and defined, the development process gets extended and sales can be an uphill battle for the life of the product.
- **Minimal Marketing Synergy** – Is your marketing launch well-integrated with your strategy, product, web site, PR, advertising, promotions and distribution?
- **No Unique Value Proposition** – Why should the customer buy your solution? Superior technology can easily fail if the solution doesn't hold obvious, unique value for the target customer.

These and other potential **root causes** of poor sales can destroy your company. But a little investment now can go a long way toward assuring a more successful product line.

**Get help before it's too late!**

**Call (858) 454-1116**

Use Marketing Counsel to improve your next product or service **before you launch it.** Take advantage of a free consultation to discuss these & other services that fit your needs:

- **Business plan** development with your executive staff
- **Product plan** development
- **Launch management** with proven project management skills
- **Screening & hiring** marketing employees at a fraction of a headhunter's cost
- Comprehensive **response to an RFP** (request for proposal) to win commercial sales
- **Interim executive management**
- **Product management tasks** your current staff isn't covering, like **competitive analysis** and **new business investigation**.

Call for project-based or time-based quotes. Equity positions in lieu of cash may be considered.



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## Is This You?

Pick the scenario that best describes your situation:

- We're a large company with many marketing employees, but a new project needs temporary marketing management help.
- We have marketing people who are great at PR and advertising, but aren't strong in product development and product management processes.
- Our engineers are "filling in" as marketers; we need to get some fresh, market-based inputs into our product definition process.
- Our marketing VP just left; we need somebody to keep things on track while we find a new, full-time VP.
- We're a start-up with no marketing resources; we need someone to help us get started.

Whether you're a Fortune 500 company or a 1-person start-up, Marketing Counsel provides fast, cost-effective boost to your marketing horsepower. (See "Results" on our web site.) We provide scalable human resources and years of proven performance without the expensive overhead of a large agency. **Call now for a free consultation.**



**Get to market *FAST* with a solid product!**

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ADDRESS AREA BELOW

## Optimize Your Opportunities

There's a lot that goes into making a successful business. But here's one immutable law of marketing that can be the difference between success and failure in tough times:

**Developing your products and services using product marketing best practices saves money in the long run.**

- When your prospective customers trust your brand and see the unique value in your solutions, all you need to do is make the customer aware of your offering and then deliver on your promise. Low-cost, grass-roots marketing and word-of-mouth promotion can provide awareness that might otherwise cost millions.

- On the other hand, if you base your new product concepts on internal discussions and gee-whiz technology, you may be forced to spend more on advertising and sales...and still not see the results you need.

Marketing Counsel has helped companies develop product lines that now provide billions in revenue. We've saved clients millions by discovering flaws in product concepts through real-life research using target customers and proven research methods. Make Marketing Counsel part of your plans today.

Product  
Marketing  
Specialist

Member, American Marketing Association  
Advisory Board Member, UCSD Marketing Dept.

## Improve Your Product Marketing Processes

**Product marketing** is all about assuring customer value and developing the best possible product or service through a sensible process. Here are sample elements of product marketing that Marketing Counsel will manage and instill in your organization:

- Market & customer needs assessment
- Competitive analysis
- Strategic product planning
- Assurance of a "USP," or Unique Selling Proposition
- Product development process with a beginning, an end (with feedback for next-generation products), & meaningful phase reviews in between
- Synergistic coordination of the product launch, making the best use of your available resources

Marketing Counsel has managed these processes and others in consumer and commercial markets in several industries, including consumer/commercial printing, imaging, software, electronics, entertainment, and web-based services. These processes can be effectively used in many other industries, too. Let's talk about your needs and how we can help.



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