

marketing services

ALL OF YOUR MARKETING NEEDS MET BY A SINGLE SOURCE

High-Tech



attain
MARKETING



Attain Marketing has built a talented team of strategic, creative and marketing professionals from both the agency and client sides of the business. By using a team-based approach to creative problem solving, we ensure that you are

exposed to multiple solutions to your business challenges. Your project engagement team is assembled to serve your particular needs. We provide outsourced marketing services either on a project-basis or on retainer.

insight

Strategic Services

GREAT IDEAS CAN FAIL WITHOUT PROPER PLANNING – WE HELP YOU DEFINE A CLEAR PATH TO SUCCESS

Attain Marketing helps you better define and understand the critical marketing factors that determine a program's chance for success. From idea development to rollout, Attain Marketing helps you prepare to do battle in the today's competitive marketplace.

- Assessment of marketing goals and objectives
- Background research - interviews, focus groups, online queries, etc.
- Comprehensive situation analysis, including product/service assessment, industry analysis, market analysis and competitive review
- An actionable positioning strategy
- A tactical plan of action, synchronized with business and sales objectives
- An integrated marketing communications plan designed to deliver marketing ROI
- Selection and management of third-party vendors and agencies

- Strategy development
- Corporate identity
- Public relations
- Advertising
- Promotions
- Direct marketing
- Event management
- Creative services

innovation

Creative Services

**CREATIVITY IS MEANINGLESS UNLESS SKILLFULLY APPLIED
TO HELP YOU MEET YOUR MARKETING GOALS**

Great graphic design draws attention, guides focus and gets your message across. Well-executed copywriting and concept development can make the difference between being convincing and boring. The right images can create interest and make your point crystal clear. All this applies whether developing a magazine ad, brochure, website, tradeshow booth or multi-media presentation. Attain Marketing can help ensure that your marketing pieces are compelling and produce the desired results.

- Corporate identity and product brand development
- Print media - advertisements, collateral, product packaging, signage
- Interactive media - websites, email, banner ads, product demos and presentations
- Copywriting - literature, articles, white papers and more



ingenuity

PR & Promotions

**EVEN THE GREATEST MESSAGE IN THE WORLD NEEDS A MESSENGER –
WE HELP YOU CONNECT WITH PROSPECTIVE BUYERS**

We not only give your business a voice - we help you find the audience that will listen and respond. If you are interested in obtaining a substantial return on your marketing investment, we will partner with you to develop and execute measurable marketing programs designed to deliver sales results.

- Media placement
- Public speaking coordination
- Public relations
- Customer loyalty programs
- Direct marketing
- Trade show management

experience

Clients We Serve

OUR CLIENTS TEND TO THINK OF US AS AN EXTENSION
TO THEIR OWN MARKETING TEAM



And the level of trust engendered by that kind of thinking shows - in the work we do and success that we help them achieve. Over the last 9 years, the principals and program specialists at Attain Marketing have worked with and continue to work with leaders and innovators in the high-tech industry.

Market focus:

- Enterprise software
- Financial services
- Healthcare
- Information security
- Mobile communications

