

perrimarketing

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Technology Marketing Content Masters

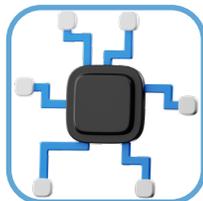


Perri Marketing, Inc. is a marketing agency specializing in Information Technology content and CRM/ Marketing Automation for Small Software Vendors (SSVs) selling into the Fortune 1000. We have more than 20 years of experience in software sales and marketing, and are a Certified Hubspot Solutions Partner. With this expertise we offer what is known to clients as Marketing as a Service. Much like you would utilize Software as a Service or IT as a Service, Marketing as a Service is what PMI sees as a perfect business investment for SSVs looking to make a jump to the next iteration of growing their business without a major investment in human resources.

InfoSec



CRM / Marketing Automation



ERP / Logistics



Network Management



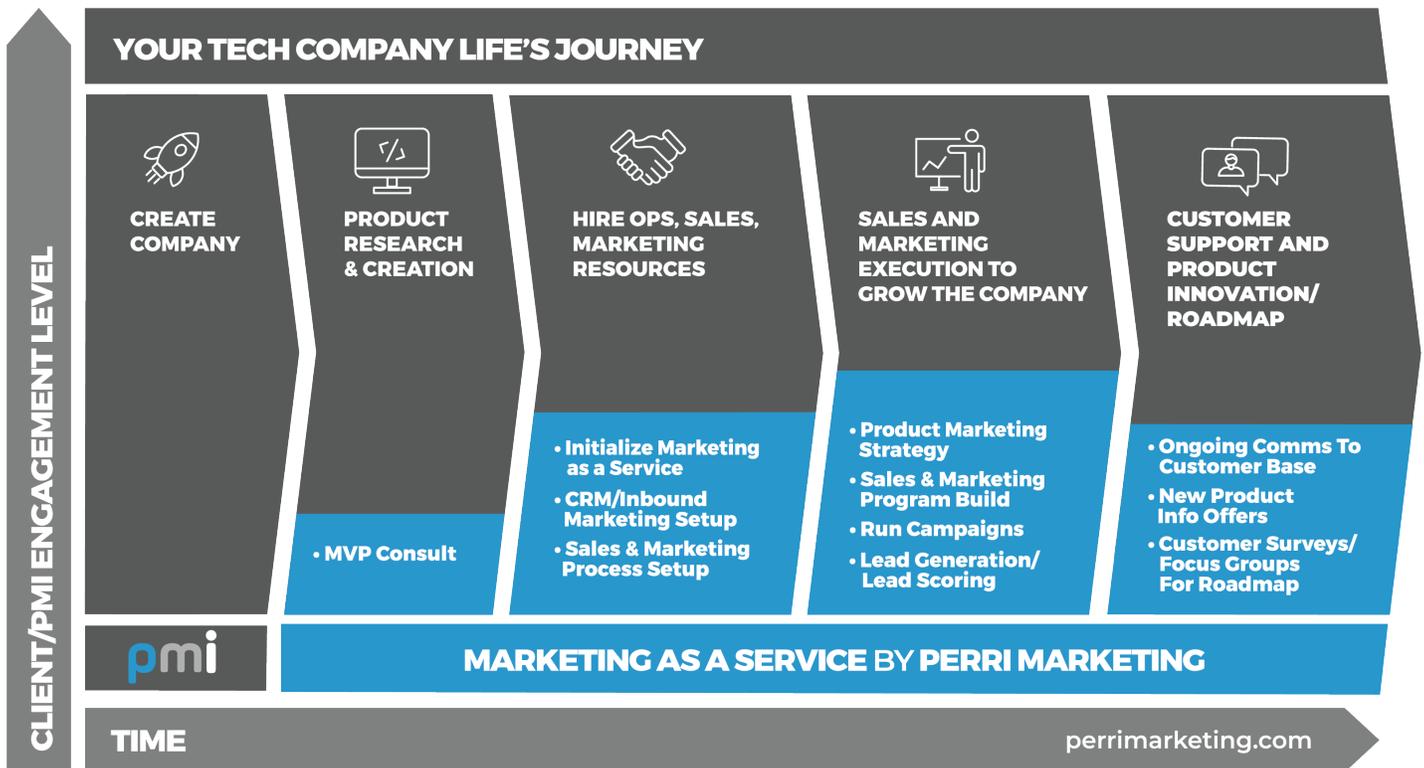
CRM • MARKETING AUTOMATION • MARKETING as a SERVICE

Perfect for the SSV needing on-demand marketing resources

Whether you're interested in using us as your full scale, turn-key outsourced technology marketing department or a resource for industry-leading content on demand, PMI can provide an essential strategic marketing resource at a fraction of the cost you would incur by hiring and training a marketing director and sales admin. We understand your focus on software development, sales and product support, and we believe that you will save time, money, and hassle by utilizing us in a Marketing as a Service play. With PMI, you can continue to run your business and no matter your monthly budget, we have a marketing service offering for you.

For effective and efficient movement of prospects through your pipeline, content is king. This makes your marketing effort a critical component to the life cycle of your product, and the lifeblood of your company. Your marketing effort should touch every segment of your product life cycle, with marketing being the hub that gathers knowledge from each segment. In doing so, the end result will be highly-valuable business and technology communication that helps accelerate accounts through your pipeline. We have been doing this for 20+ years, and would like to share our experience with your key stakeholders to help you grow your business.

Our Marketing as a Service offering complements your existing resources.



Our technology sales & marketing expertise resides in:

- InfoSec: We have been working with Information Security vendors since 2008, advocating client solutions for both Windows/UNIX and mainframe systems.
- CRM: We have extensive experience in Customer Relationship Management and Marketing Automation, which are integral to the inbound marketing automation and lead management process. In addition to being a Certified HubSpot Solutions Partner, we have expertise with various other CRM and Marketing Automation tools.
- ERP/Logistics: Our Enterprise Resource Planning & Logistics experience dates back to the late 1990s as organizations sought ways to optimize inventories with improved forecasting and shipping.
- Network Management: Our experience in Network Management and Service Desk is extensive. We understand the dependencies that business services have on network infrastructures, physical and cloud-based, and the need to secure them.



Thanks to our extensive IT expertise, we can begin creating content right after our initial discovery call, saving you valuable time on product education. We quickly grasp your value proposition through brief conversations. As a nimble and specialized technology marketing agency, we excel when partnering with small, agile, and innovative SSVs.

Why we are different from other marketing agencies or PR firms

We provide Marketing as a Service, allowing you to outsource your marketing needs without the need to hire an in-house team. This approach is similar to how SMBs outsource network management or use Software as a Service (SaaS). What sets us apart from traditional marketing agencies and PR firms is our immediate grasp of your software and its market significance. There's no lengthy ramp-up time; after just a one-hour discovery call, we're ready to start marketing for you.

Not only do we understand your products, but we also possess unique insights into your target customers. With over 20 years of experience working alongside sales executives, we know what it takes to help your sales team close software and technology services deals. Most importantly, we comprehend the way your prospects make technology purchases and can create content that supports your journey to closing deals.



We can complement your existing sales resources with:

- **Technology Content Development to Accelerate Your Pipeline**

We understand your need to convert complex technologies that business decision-makers understand and will act on. We can help you do this with whitepapers, eBooks, brochures, blogs, social media, and more!

- **On-Demand Campaigns for Your Upcoming Events**

Is there a specific event or product launch you'd like extra help with? We can help you with lead generation using a multi-pronged approach with targeted campaigns across multiple vehicles with sales programs that generate actions from your prospects.

- **Strategic Consulting**

Need an outside-looking-in assessment of your marketing or Industry Analyst Relations strategy? We offer consulting in all marketing areas to support your growth plans.

- **End-to-End**

For SSVs in need of expert resources to bolster their sales team, we provide a full-service marketing department at the cost of just one marketing full-time equivalent (FTE) at any stage of their company's lifecycle. With our extensive experience in CRM and Marketing Automation our clients benefit from seamless customer relationship management and highly effective marketing campaigns.

Interested?



Contact Perri Marketing for a **free 30-minute consultation** where we can assess your sales goals, and we can begin turning sales-enabling content around for you in a matter of days. Your sales team deserves the support to succeed. For more information visit www.perrimarketing.com or contact us via phone at **(423) 212-3127** or email at moreinfo@perrimarketing.com.



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