

Marketing Services

Outsourced Marketing Services



The Customer

An open source On-demand project management software start up

Business issues

The client had completed engineering their product and it was now time to create market awareness and start selling. However, having been focused on product development, the client did not have the time or management bandwidth to develop a marketing team. Engaging in elaborate marketing activities was not possible in-house, and yet it was imperative for the company to get visibility in the market place.

The client's management team had to deliver on the following initiatives:

- Prospect list development
- Product launch support
- Marketing campaign and follow-up activities
- Internet marketing activities such as blogging, posting of press releases, and newsletters at relevant web sites
- Market research within the ecosystem
- Provide support to on-demand customers who signed up for its project management software

The client was looking for alternatives that could help roll out its sales and marketing plans, and at the same time would not be a drain on its valuable resources. This is when aMarketForce was brought in to help.

Benefits realized

The client has saved considerable time and efforts, and has this been able to focus more on business growth. The Internet marketing activities carried out by aMarketForce have given the client a much needed web presence, which has converted to Web site hits and a growing customer base.

Value delivered

aMarketForce put together a team at its offshore facilities comprising of research, sales support, and internet marketers, to support the clients' sales and marketing initiatives. aMarketForce also created the requisite infrastructure to route campaign responses (via email, chat, and phone) to and from its offshore facilities. In addition a customer support group was formed to support on-demand customers who needed technical help.

aMarketForce was able to provide excellent 24x5 support services to the client's end customers as well as conduct all the marketing and sales programs required. The key to the success of this service was:

- Flexibility of team size, which it could be scaled up down depending on the client's requirements
- Technical knowledge of the group supporting the client's end-customers
- Marketing experience and skill sets of the aMarketForce staff and management
- Fast learning curve of the aMarketForce team in coming up to speed on client's domain

By outsourcing its marketing, sales and support to aMarketForce, the client had the opportunity of prioritizing activities and selecting the most optimum team composition, on a continuous basis.

aMarketForce has created a seamless and flexible sales and marketing operation for the client, at a fraction of the in-house costs.

Similar customers

Other clients that aMarketForce offers similar services to, include:

- An ERP supply chain software company
- A company offering advanced data management solutions

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