

# Marketing communications. It's what we do.

Marketing communications that excite customers and sell your products are ecosystems that combine product information with brand, message, voice and channel. Each asset needs to arrive in front of the right person, at the right time, in their customer journey. When you think about the number of assets that have to be available to educate and sell, it's a lot.

And once you've got it all planned, you've got to execute: content and copy, production, and the management to make it all happen.

That's where we come in.

## Content and Copy

Need persuasive collateral? High ROI, highly findable content? Or sales enablement tools to close deals? It all starts with writers who can create the copy that you need. Whether it's content that maps to your buyer's journey or a blog that influences the direction of an industry, ETMG writers and editors hit the ground running to deliver content focused on your specific needs:

- Customer- and partner-facing sales enablement
- Web and mobile content
- Digital campaigns including social, email, banner ads, eBooks, infographics, and case studies
- PPT presentations and webinar content
- Video scripting
- SEO and persona-based content
- Style guides for voice and tone
- Editorial services: corporate, content, copy, proofing including an off-site full-service editorial desk

## Production

Getting the right information to the right person, in the right way, is an art and a science. ETMG's graphic designers and production artists are fluent in brand and template-based design, layout, and digital formats from cell phones and tablets to the web. We can also provide video and podcasting services for voice branding, and print services, including logoed giveaways.

- Collateral and template design
- Template-based production
- HTML emails
- Infographics
- PPT for presentations and seminars
- Web pages, including landing pages
- Video and animations
- Motion Graphics
- Podcasting and voice-branding
- Print, signage, logoed giveaways

## Project and Program Management

Sometimes, you need a professional hand to pull things together, and we can do that too.

- Campaigns: product launches, digital, awareness, social
- Digital marketing strategy including content marketing
- Schedules
- Editorial Calendars
- Marketing operations
- Events

## Partner with us, we can do great things together!

Envision Technology Marketing Group, Inc, specializes in marketing communications solutions for technology companies in Silicon Valley and across the United States. We have the right talent to meet your technology communications needs: high ROI content creation and editing, impactful design and production, video, web, and management—so that you don't have to.

### We Offer More Than Traditional Agencies



- 100% satisfaction guarantee
- Detailed project tracking and reporting
- Full-time billing and HR support
- Member of the Better Business Bureau
- Credit cards: Visa, Master Card, American Express
- Serving technology clients since 1998

### Green Business Certified 100% Carbon Neutral



ETMG is committed to the environment like no other marketing agency. Doing business with us helps the planet. To find out more about our green credentials, visit:

- [www.greenbiz.ca.gov](http://www.greenbiz.ca.gov)
- [www.carbonfund.org](http://www.carbonfund.org)

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