

# Need a Boost!?



You don't have people in place to launch your new product.

It's time to dial in a get-it-done marketing team to help you pull it off successfully.

You need online marketing and social media presence.

You need an expert to get you started and empower your team.

Your product's been in the market for a while and sales have leveled.

You need a fresh perspective and exceptional insight to help turn things around.

Boost! is a collective of get-it-done marketing practitioners who are ready to bring a fresh perspective to your marketing challenges.

Our experience spans industries, technologies and services. Let us put it to work for you.





We're flexible and can readily scale up to take on broad projects or help build capacity within your team. We provide specialized services and creative solutions to solve specific needs.

Whether your company is large or small, for profit or not, early stage or established, we want to work with you. Call or email us. It's a no brainer.

206 390 4566 / [info@boostcollective.com](mailto:info@boostcollective.com)

## Services

Our collective experience working for and with companies like yours sets us apart and allows us to offer a broad portfolio of services across traditional and digital marketing.

<b>Plan</b> 	<b>Launch</b> 	<b>Sustain</b> 	<b>Optimize</b> 
<ul style="list-style-type: none"><li>• Market research</li><li>• Marketing strategy</li><li>• Launch planning</li></ul>	<ul style="list-style-type: none"><li>• Project management</li><li>• Content development</li><li>• Website design</li><li>• Online advertising</li><li>• Social media</li><li>• Lead funnel system</li><li>• PR/AR</li><li>• Events</li></ul>	<ul style="list-style-type: none"><li>• Performance tracking</li><li>• Reputation management</li><li>• ROI tracking</li><li>• Partner programs</li><li>• Customer evidence</li><li>• User groups</li><li>• Customer advisory boards</li></ul>	<ul style="list-style-type: none"><li>• Message tuning</li><li>• Audience segmentation</li><li>• Online strategy alignment</li><li>• Content update</li><li>• Website optimization</li><li>• Social media refresh</li></ul>

Boost! Collective



In today's complex and competitive world, you need to be a marketing innovator. But do you have the time?

Your vision and understanding of your market is critical. But the process of gathering and analyzing intelligence and then formulating a plan can be extremely time consuming. Let us do the work. Boost! offers custom market research, including keywords, surveys, market and competitive analysis, We can also show you where and when customers access what you're offering online. Let Boost! execute on your vision with clear and innovative launch plans that your team will understand and appreciate.

You've got too many balls in the air and can't afford to drop any.



We know that strategy is execution. That's why Boost! offers superior project management. We'll develop your messaging and build it into customer presentations, collateral and your website. We can also build a new web site specifically designed for marketing on the right platform. We'll leverage the whole content suite in alignment with your social strategy to raise site performance, brand reputation and online lead generation. To drive conversion, Boost! will build and train on a simple, customized lead funnel system. To make sure your launch is successful, we'll drive awareness in the press and analyst communities.

You've taken the leap and made the investment. Is it working?

Everyone on your team battling post-launch fatigue. Now is not the time to take your eye off the ball. Long-term success depends on what you do next. Boost! will take you over the finish line. We'll measure and track marketing effectiveness and tie that right back to ROI. We'll write customer case studies and set up user groups and your Customer Advisory Board. And, equally important, partners. Boost! can define and set up your partner programs.

Your strategy is playing out. Now it's time to tweak.

Good marketing is listening to customers and giving them what they want. Now it's critical to analyze all your data and use this intelligence to tune messaging, realign your online strategy with your offline strategy and update content. We'll keep an eye on your media strategy. Does it need a refresh? At Boost!, continuous marketing is our strength: learning, applying, and staying in flow with shifting customer desires.

