

# Ideal Client Profile

Marketing Team Houston (MTH) provides world-class, on-demand, marketing services and solutions that make a significant difference for our clients.



**Your Marketing Staff**  
**... Experience On Demand**

## Questions you may ask:

- 1 – Do you have marketing needs; new brochures, new sales tools, new product launches, upcoming tradeshows?
- 2 – Could you use some additional marketing resources to support your current staff?
- 3 – Interested in generating quality leads for your sales team?

## MTH's Ideal Client Profile has Many of the Following Characteristics:

- Mid-sized company (25+ employees) or growth company with funding.
- In business at least 2 years.
- Decision makers are located in Houston.
- Have reached a plateau in their business growth or in decline.
- Do not have enough resources to do effective marketing.
- Have a defined Marketing need; New Brochure, Branding Issue, New Product Launch.
- Have a defined marketing budget.



## Examples of Marketing Issues:

- Lack of qualified sales leads.
- Poor or Out of Date Sales Tools.
- Poor sales results - poor close ratio.
- Lack of marketing resources.
- No marketing plan for strategic direction.
- Tired of Competing on price instead of value.

## Examples of Industries Served:

- Consumer Goods & Services
- Customer Services
- Manufacturing
- Electronics
- Energy/Oil & Gas
- Engineering
- Healthcare
- High Tech & IT
- Industrial Goods & Services
- Software
- Transportation
- Utilities

## Marketing Solutions May Include Combinations Of The Following:

- Branding - Company or Product
- New Product Launches
- Lead Generation Programs
- Print Media/Sales Tool Development
- Trade Show Strategy & Support
- Press Relations/Communication
- Video Marketing & Production
- Online Video Marketing
- Website Sales Funnel
- Product Demo Video
- Testimonial Video Production
- Event & Tradeshow Videos
- Internet Marketing
- Website Development
- Website Lead Conversion
- Search Engine Optimization
- Social Media Advertising
- Marketing Campaigns



Contact Marketing Team Houston today for a **Free Marketing Analysis**. If you do not have a marketing strategy, we can help. If you need help with a marketing project, we can help. MTH provides marketing experience, on demand!



**Secrets of a Successful Inbound Marketing Campaign**  
A Tool Kit & Strategy Guide for Marketers

A Publication of Marketing Team Houston. Download from our website.



Hire an Experienced Team for Less Than the Cost of a Single Employee.  
**Contact us today to learn more.**