

PRODUCT  
DESCRIPTION



Marketing  
*services*

*Think Global; act local.*

## Market Trends

- Increasing need for flexibility and speed in reacting to market dynamics.
- Networked organizations, where in-house resources focus on core and strategic competencies and subcontractors provide all other services.
- Reduce overall marketing expenditure.
- Use of multi-channel approach to market via internet, direct sales and partners. This requires specialized marketing skills and initiatives.
- Need to measure marketing related to business impact and results.
- Optimize people/program ratio.

Matchcode's approach is to analyze our client's business needs and propose tailored marketing services projects. All of Matchcode employees are marketing professionals with broad knowledge in operational and strategic marketing, industry expertise and project management. With Matchcode's global setup we are able to provide our clients local and global resources. Where appropriate, we make use of internet based platforms in order to enhance our customer's marketing processes.



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## Marketing Services

To effectively react to changing markets, a successful marketing organization must quickly adapt its demand generation capabilities.

Matchcode is a leading global b2b marketing service provider enabling our clients to execute regional and global marketing campaigns country-by-country. We have a wide variety of experienced field marketing experts who can augment your in-house marketing resources.

Utilizing Matchcode's b2b marketing expertise and resources, our clients are responding to their ever changing business needs.

All of our marketing consultants have years of operational background in field marketing.



In more than 10 countries, we provide the following marketing services:

- Lead Generation Campaigns
- Channel Marketing Initiatives
- Market Entry Services
- Customer Loyalty Programs
- Marketing Promotions and Product Introduction Initiatives
- Point-of-Sales Tracking
- Digital Marketing Strategy and Campaigns
- Sales Force Enablement
- Alliance Go-to-Market Programs
- Solution and Industry Marketing Initiatives
- Community Building
- PR Strategy development
- Analyst Relations and Strategy

*We are not just providing ideas....*

we are providing internet based platforms which streamline field marketing processes!

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## Our Internet Based Field Marketing Platforms

- **Matchcode's Campaign Management Platform** enables our customers to increase the efficiency and effectiveness of their local country marketing organizations by prepackaging the various elements of a campaign. Our platform powers, for example, the SAP Worldtour project. The platform ensures efficiency and consistency when designing and executing the local version of a global campaign. In addition, the platform allows for monitoring and measuring the results.
- **Matchcode Partner Management Platform** provides our customers with a powerful platform to manage their channel partners. The platform allows the partners to build, execute and monitor campaigns. It includes components such as campaign funding, content, execution, modeling, monitoring and evaluation tools.
- **Vip Customer Event Platform** benefits those customers who organize events hosting VIP customers. The platform allows for registration, management and monitoring of the entire VIP experience. Petrobras has applied this platform in 2008 for their Stock Car Grand Prix VIP Program hosting more than 3000 VIPs.



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## Our Marketing Services Clients

We work with both well-known and lesser known brands across the IT and non-IT industries in Europe, US and Latin America. Our customers include 7 of the top 10 technology brands and 9 of the top 100 global brands as noted by Millward Brown Optimor. Our clients include: American Chamber of Commerce, Blackberry (RIM), Bison, Bittime, Business Objects, Co-make-IT, Dell, Deloitte, EMC, Google, Harvard Business Review, HP, INNOVARTIS, Intel, Infolution, INTERGRAL, Ivar Jacobsen, Johnson & Johnson, KeyNote, LG, Log Logic, Microsoft, Motorola, Nike, Opalis, Petrobras, Philips, Pirelli, Reuters, RWD, SAP, SAS, Shell, SmartShift, Symantec, etc.

Matchcode is uniquely positioned in the industry given its broad regional coverage of marketing experts, and industry knowledge in the b2b segment. Matchcode offers its clients ONE SINGLE BRAND ACROSS MORE THAN 10 MARKETS.



### Our clients approach us typically when they need to

- develop innovative and creative go-to-market strategies
- build integrated marketing communication programs.
- optimize their marketing budget.
- supplement the skills available in their marketing organization.
- improve their people/program ratio.
- speed up execution of demand generation activities.
- manage shrinking or growing business environments.
- leverage industry and marketing expertise.
- expand regional coverage.

We are not just providing people...  
*we are providing ideas and results!*



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## Process

The first step is to analyze our client's business needs and jointly agree on objectives and targets for Matchcode's marketing services. This process typically involves interfaces with the senior business, sales or marketing managers.

Matchcode will then propose ideas and initiatives that support these business objectives. We look here at filling the gaps and augmenting your own marketing organization. This plan includes the Matchcode resourcing model (globally and locally), interfacing with our client's organization and processes, the budget, the metrics and a project execution plan.

The final step is to agree on a governance model and the measurement process to ensure permanent monitoring of results and ongoing improvement cycles.

Matchcode experience and global presence ensure the seamless integration into our client's structure. You set the goal and objectives, we execute and deliver.



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## Focus Areas for Marketing Services

Matchcode focuses on field marketing; where marketing needs to be aligned to sales and where marketing supports generating more business. Typically these marketing services are the responsibility of regional and country level marketing organizations.

### 1. Demand generation activities

- Global campaign development and local campaign execution
- Direct Marketing activities (email campaigns, telemarketing)
- Internet Marketing (Search Engine Optimization, digital marketing)
- Product Introductions
- Community Management

### 2. Partner and channel management

- Development of partner programs
- Management of partner relationship (recruiting, enablement, measurement)
- Partner marketing support services

3. For the start-up clients Matchcode also has core competencies in taking on some of the more “corporate” marketing services such as

- PR
- Analyst Relationships
- Go-to- Market Business Planning
- “Turn-key” international market entry and start-up packaged service

## Examples of Projects

- New channel initiative of a major IT hardware company
- Marketing Services Bureau for software company to enable their partner network to build demand generation campaigns
- Market entry study and partner recruitment for emerging software company
- E2e Campaign for alliance team of two major IT companies introducing a new solution initiative into European market
- Digital community for a major pharmaceutical company in Latin America
- Digital marketing campaign for various emerging and well established IT companies
- Go-to- Market plan for emerging software company
- Customer VIP registration program for major Oil company

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## Benefits of Marketing Services from Matchcode

### 1. COST EFFECTIVE MODEL FOR DRIVING BUSINESS EXPANSION

- no hiring, training, development of staff
- no management overhead
- services delivered based on Service Level Agreements (you pay for what you get)

### 2. FLEXIBLE MARKETING FORCE

- redirection of focus
- adapt to expanding and contracting markets
- immediate alignment with new business strategy
- focus entirely on results and execution

### 3. KNOW-HOW

- years of work in field marketing organisations
- engagements with many different customers
- experience obtained at regional and country level field marketing organisations
- familiarity with sales management expectations

### 4. MARKETING IS A BUSINESS

- service level agreements
- end-to-end measurement
- budgets aligned to results



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## About Matchcode

Matchcode offers creative and business oriented marketing solutions to meet the needs of our local, regional and global customers. We provide integrated marketing services to the world's leading brands. Our passion is to align marketing with sales and speed up business. We believe in best practices, one voice and syndication to maximize our customers' marketing investments. Today, we execute creative end-to-end marketing services in more than 10 countries on 3 continents.

### OUR VALUE TO THE CUSTOMER

- INCREASE PROFITABILITY WITH RIGHT MARKETING INVESTMENT  
*We maximize marketing expenditure and make it measurable*
- CONSISTENT GLOBAL OFFERING  
*Designed centrally, but with local adaptation and execution for e2e approach*
- INCREASE SALES OPPORTUNITIES  
*We align marketing investment with sales goals*



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