

Silicon Marketing is a BtoB business development and marketing consultancy, acting primarily in Europe, and dedicated to companies in Information Technology, Pharmaceutical, Healthcare and Professional Services sectors.

We help companies identify new growth areas, new offerings, penetrate new markets or consolidate their market share.

Founded by an experienced BtoB professional, and supported by an advisory board and a European network of professionals, **Silicon** Marketing has a unique and flexible approach based on targets.

For more information, contact us at +33 67696 0631 or bertrand@siliconmarketing.net, or visit siliconmarketing.net

Market Analysis

- Conducting tailored market research globally to help you identify new market potential, in terms of geography, new products, new sales channels, or new sectors
- Doing customer satisfaction surveys and competitive intelligence reviews

Sales Development

We can help your company to implement:

- Go to Market strategy, Business Plan
 - New product offerings and pricing
 - Partner / reseller network
 - Sales automation system
- And also:
- Bring new qualified leads
 - Prepare / assist for prospect meetings
 - Assist throughout sales pursuits

Marketing & Communication

- Defining a marketing and communication strategy
- Setting up advertising and media, brand communication, webinars, social media campaigns, direct marketing campaigns (email, post mail, phone...), and in-person events.

Content Development

- Authoring customer success stories, white papers, or any sales support document like data sheets
- Developing content for your seminars, and moderating them
- Translating in French or German in less than 24 hours