

We offer a full suite of services covering all *Four Ps of Marketing* that drive the *Fifth P: Profit*.

## The Innovaxis Advantage

- B2C experience with special expertise in B2B
- We've done it all—as clients and *for* clients
- Our capabilities redefine “full service marketing”
- Professional research, writing & design

### PRODUCT



### PLACEMENT



### PRICING



### PROMOTION



## Market Research

New Product Launches

Pricing Strategies

Channel Program Development

## Integrated Marketing Communications

Distributor & Reseller Recruitment

## Web Design

Brand Identity & Logo Creation

Case Studies & Success Stories

## Email Campaigns

PR

Event Planning

## Brochure Creation

Article Publishing

Blog Writing

## Social Networking

# Marketing Consulting Services: Product & Placement

## PRODUCT

### Primary Market Research

We interview your channels, customers and partners around the world to determine market size, brand share and product requirements. We gather and analyze data. You get the answers to make timely decisions.

### Product Management

*An Innovaxis specialty:* we create tangible products & services from ideas by translating market research into product requirements. We'll work with your engineers and developers to create product specifications and conduct beta testing.

### Product Launch

We will do everything it takes to successfully launch your offering and communicate its value proposition to your target markets (see Promotions for more).

## PLACEMENT

### Go-to-Market Strategy

We identify the right mix of OEMs, distributors, reps, and direct salespeople that results in the highest profitability and least channel conflict for all concerned. Otherwise, they will represent your competitors and you will have to invest heavily on sales reps and advertising.

### Channel Program Development

We will help you formulate new channel programs and terms based on your sales goals. We will also obtain feedback from your partners to ensure the most successful program launch.

### Channel Recruitment

Want to sell around the world? We will recruit and conduct pricing negotiations with private labelers, wholesalers, distributors, integrators, resellers, and stores globally to sell your products and services.

Contact us for a free consultation



# Marketing Consulting Services: Pricing & Promotion

## PRICING

### Formulation

*An Innovaxis specialty:* we will create a guiding pricing direction (e.g. premium pricing vs. price/loss leader), and determine the right mix of selling through channels vs. direct.

### Competitive Research & Analysis

We will determine competitor pricing structures and profit margins. We will also evaluate how the market perceives competitor value propositions vs. actual pricing.

### Price List Creation

*There is more here than meets the eye:* we will establish easily understandable end-user/retail pricing based on how the market perceives your true value proposition, the value of alternatives, and margins required by partners when applicable.

## PROMOTION

### Integrated Marketing Communications

Just as advertising needs to be seen multiple times to spur action, so do your marketing efforts. We ensure that they work in harmony and have the maximum impact on sales.

### Web Design

*An Innovaxis specialty:* our published writers develop written content with our expert designers to transform your #1 form of advertising into a lead generation engine—just as we've done for over 200 websites.

### Traditional Marketing

- Brochure development
- Brand identity & new logos
- Case studies & success stories
- PR & article publishing
- Event planning

### New Media

- SEO
- Blog writing
- Facebook & Twitter
- Forum posting
- Other social networking

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# The Innovaxis Advantage

Our deep experience in all *Four Ps of Marketing* is in striking contrast with other agencies and consulting firms that only focus on one P: Promotion. We drive the *Fifth P: Profit*—through an axis of innovation centered around sound marketing strategy and timely implementation, on a global scale. This is the meaning of “Innovaxis.”

## PRODUCT

Our team averages 20 years of performing market research in dozens of industries. We've launched numerous flagship products, domestically and globally. *The result:* we help clients take advantage of profitable opportunities and avoid costly disasters.

## PLACEMENT

We recruit channel partners on a global basis. We help our clients navigate the challenging mix of direct, OEM and channel sales to maximize profit and minimize conflict. We create referral programs and networks.

## PRICING

We establish the most profitable pricing based on your true value proposition instead of following what competitors do. We create markets where both client price and sales increases are possible.

## PROMOTION

We understand channel and end-user needs better than anyone. Our websites and marketing materials are professionally written and designed. We ensure that your integrated marketing communications strategy drives the *Fifth P: Profit*.

## Contact us for a free consultation

### Innovaxis Marketing Consulting

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