Cross

Marketing Communications

Professional Services

Executive Summary

- We have provided extensive, actionable, high-performance product and market strategies for more than two decades providing strategic customer's assessments, social media and other product/marketing services.

- We have worked in developing and delivering a strategy for successful content marketing campaigns, telecommunications channel partner marketing and training, software products, corporate office parks, educational strategy for colleges and universities in 10 states, a highly successful corporate economic development model, a capital expenditure (CAPEX) forecasting saving literally hundreds of millions, building a nationwide channel partner strategy and others. All these strategies resulted from building and being the "thought leader" in these markets. These business models can now be replicated faster, easier and more effectively with new social media tools and methods and proven to reduce the sales/revenue cycle, reduce customer support costs and increase customer satisfaction.

- We have developed and distributed indepth customer case studies and other content useful in newsletters, PR, Facebook, Twitter and other formats.

- Create or expand existing or new Twitter account content to gain/retain "interested" followers and "follow" (back) those who would gain from the benefits of client activities.

- We have provided a systematic directed approach to social media efforts.

- Lastly, built and developed sales and customer content as directed by management to further client goals.

Cross Marketing Communications Solutions

Here are some of the marketing-communications (marcom) solutions available:

- Strategic Planning, Market/Business Development (Qwest, BellSouth, ICG and others)
- Newsletters (e.g. www.lyncuserforum and many others) from Constant Contact Certified Experts
- Webseminars ("Highest Scores Ever" - Microsoft)
- Customer Case Studies (Winner of "Best Customer Case Study" from Broadsoft)
- White Papers (Top-10 Tips for VoIP Implementation - XO)
- SEO (top placement of key words in Google), e.g. Google IVR Lync
- Social marketing Training (Twitter, social media course) Twitter accounts @techtionary
  - Courses approved by Colorado Supreme Court and Colorado DORA
- Social Business College - social media training (course evaluations available)
- Blogging, ghost writing and articles (XO, Qwest and others)
- Press Releases (Gold Systems, RockIT, SimpleSignal and others)
- Training delivery (Microsoft, Centurylink, Qwest, TimeWarner, Cox Cable and many others)
- Course development new courses (Qwest, Microsoft, others)
- Elearning course development and delivery (Qwest, NGT and others)
- Videos and Flash tutorials (RockIT, TECHtionary, Social Business College)
- Consulting (product, strategic planning, crossnetpoints model)

Fees range from $80-$150 an hour with discounts for ongoing efforts based on the parking meter concept, put a little or as much in as you like and I/we work until it runs out.

New critical thinking Marketing Communications White Papers can be found here:
www.crossnetpoints.com

Linkedin Profile and detailed resume can be found here:

http://www.techtionary.com/resume/

"I have known Tom for close to seven years now. In 2005, As Director of MARCOM at Carrier Access, he saw the great possibilities of the online VoIP system we were building and worked hard to help us get the word out both internally and externally. Since then, he has followed the unique and exciting opportunities of my venture startup. Over the past year when funding has been available, Tom has created exciting user training, Marcom strategy, channel sales, online tutorials, and consulted on other new venture strategies as well as making investor presentations. He is smart, determined, persistent and has a great asset to my company. I highly recommend Tom for any of your marketing, communications, advertising, SEO, website, customer sales, corporate presentations, training, strategy and other needs you may have."
Roger Toennis CEO RockIT

Example of Channel Marketing Activities

After reviewing the notes from meetings and conversations, reviewing the documents provided and our own analysis of the website, industry background, search and other information these are some other potential marketing activities:

- Assist and expand new Channel Partner kit to include onsite, online training, webseminars, mobile app training and other critical sales content.

- Development of presentation and handbook to understand business case for events and other activities including such return on investment, customer total cost of ownership (TCO), vertical business opportunities and other business development issues.

- Development of coordinated monthly, quarterly and annual marcom calendar for channel partner activities and events.

- Ongoing planning and marcom (marketing communications) process tracking to keep efforts focused and provide reports, as necessary, to ensure return on investment of sales and marketing efforts.

- Develop comprehensive and monitoring approach to Social Media including blogging, Twitter, Facebook, and other internet efforts.

- SEO-search engine optimization, website planning and redesign.

- New channel partner drive – increase new channel partner signup and renewals.

As requested, here are some specific examples of fees (subject to final review)

- Customer Case Study $500+

- White Paper $3-5,000+

- Webseminar – design, development, production and delivery - $1,500+ (not including conferencing service fees)

- Training - $400-1,000 per day for customer provided content to $800-2,000 for original training content and delivery

  (not including travel and expenses)

- Consulting $150 /hour or less based on proposal
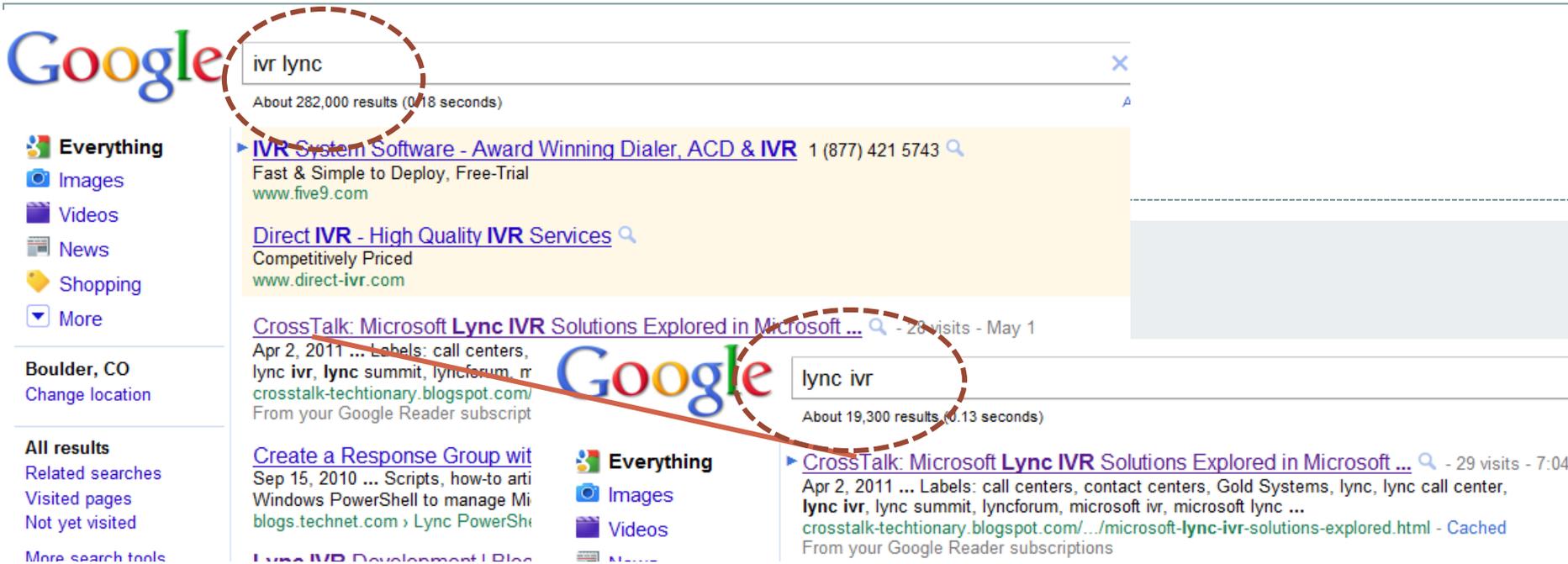
Results from another Cross customer showing Page 1 Google placement results from SEO optimization effort.

It shows achieving multiple top level Google page positions with different (or reverse) key words/tags.

In our opinion, it is better to be in the **free Search section** than in the fee-paid top or side Advertising sections and lasts a lot longer.

Google

ivr lync

About 282,000 results (0.18 seconds)

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Microsoft OCS Gets Lync'd In. Speech Services and IVR Still Not ...
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