



Marketing Consultancy

On The Mark is a Silicon Valley-based consulting firm specializing in all aspects of business-to-business marketing in the high-technology industry. We help our clients improve results in new or existing markets through a combination of marketing strategy, program development, and tactical execution.

Our team members average over 20 years of marketing experience. Our proven marketing methodologies, processes, and best practices help clients develop and implement profitable marketing programs.

We recognize that while marketing is vitally important, it is only one of several functional areas that must align and contribute to successfully deliver value. To that end, we combine our marketing expertise, broad business acumen, and ability to manage cross-functional teams to produce desired results.

Our hands-on approach, focus on results, and relentless attention to quality enable us to consistently produce exceptional marketing programs for both young and established organizations.

We are available on either a per project or full time basis.

For more information, visit www.otmmarketing.com

“On The Mark’s depth of marketing expertise ranges from strategy to execution to operations. They have repeatedly delivered high quality marketing programs and we are leveraging several of their best practices throughout our broader organization. They are an invaluable addition to our marketing team.”

Marketing Manager, Hewlett-Packard

Marketing Strategy and Planning

Ensure successful market introductions or increase existing market share with targeted solutions, aggressive product positioning, and flawless execution.

Marketing Communications Strategy and Execution

Heighten customer and channel attention with the development and implementation of persuasive messages and integrated communication deliverables.

Strategic Alliance and Partner Marketing

Align with other companies to attract joint customers with integrated marketing and sales programs.

Industry Marketing

Target solutions and communications to specific industries: consumer goods, financial services, energy, manufacturing, retail, and transportation.

New Product and Market Launches

Effectively bring new solutions to market, enter new markets, or reposition existing offerings with the comprehensive coordination across internal teams, marketing agencies, and partner companies.

Business Writing

Increase awareness and preference with compelling marketing materials.

Marketing Process and Tools

Strengthen marketing prowess with proven best practices, processes, and tools.



At a Glance

Areas of Expertise

Marketing Strategy and Planning
Marketing Communications Strategy and Execution
Strategic Alliance and Partner Marketing
Industry Marketing
New Product and Market Launches
Business Writing
Sales and Channel Development
Marketing Processes and Tools

Diverse Solution Background

Application service providers
Application server software
Business applications
Cloud computing
Channel and partner management
Custom software development services
Databases
Enterprise IT services
ERP, SCM, and other manufacturing applications
Networking
Personal computers and peripherals
Sales automation and CRM
Semiconductors and test equipment
Storage
System integrators
UNIX, Linux and Windows servers
Virtualization

Targeted Industry Expertise

Aerospace
Automotive
Consumer Goods
Discrete Manufacturing
Financial Services
High Tech and Electronics
Oil and Gas
Process Manufacturing
Retail
Transportation
Utilities

Breadth of Clients

Adobe
Agilent Technologies
Apple
Aztec Software
Cisco Systems
CPA2Biz
CSC
e4e Ventures
GlobalSight
Hewlett-Packard
ITSquare
Jamcracker
Lotus
Microsoft
Oracle
Project 1918
Sun Microsystems
Sybase
Symantec
VMware
Wind River Systems

Consultant profiles and client references are available upon request.

*"We needed a consultant that could simultaneously span strategy, research, channels, lead generation, and marcom. Basically, we needed marketing best practices. **On The Mark** delivered beyond our expectations."*

Product Manager, Microsoft

*"**On The Mark** exceeded expectations and provided an excellent product in a highly professional and timely way. They absolutely made the event happen for us, in an unbelievable limited timeframe, and with outstanding quality."*

CFO, Jamcracker Inc.