

# GTM360 Marketing Solutions

## Making IT marketable

GTM360 provides all-round go to market solutions to enable high-tech companies multiply the value they derive from their existing ideas, products and capabilities.

Products, services and web-based companies alike can use our go to market solutions to grow their sales pipelines, spot new revenue models, enter new markets, increase ticket size, shorten sales cycles and multiply value in many other ways without having to burn any more cash to develop what is often a never-ending list of additional product features and new service capabilities.

A unique blend of products, services and web expertise; proven go to market track record with midsized and large high-tech companies; global orientation; and an unswerving commitment to quality – these are our hallmarks.

*Come to GTM360 and multiply value from your ideas, products and capabilities.*

### **GTM360 Marketing Solutions Private Limited**

Regus Connaught Place  
Level 2 Connaught Place  
Bund Garden Road  
Pune 411001

INDIA

Telephone: +91 20 40147569

Email: [info@gtm360.com](mailto:info@gtm360.com)

Internet: [www.gtm360.com](http://www.gtm360.com)

## SOLUTIONS

GTM360 provides the following range of outbound and inbound marketing solutions for high-tech companies.



### Offering

- Discover internal strengths
- Identify differentiators
- Scan industry hot topics
- Package strengths and differentiators
- Create marketable items

### Content

- Prepare marketing collateral
- Design canned demos
- Compare web presence
- Prepare keyword set, landing pages and microsites
- Provide specs for superior features and frictionless online interactions

### Campaign

- Source / prepare target mailing list
- Design and execute outbound and inbound marketing campaigns
- Generate / receive leads
- Handover qualified leads to Presales / Sales

### Sales Support

- Market intelligence
- Scripted demos
- Proposal
- Cross-selling
- Contract review

## SUCCESS STORIES

- American widget maker grows revenues manifold
- Payments solutions provider boosts sales pipeline
- ERP vendor boosts adoption of Internet-enabled version