



OUR WORK:

The Message has to be right to succeed - to motivate employees, customers and other target audiences. We help our clients crystallize their message, understand their audience and deliver a clear, concise and compelling message.

Web technology has changed everything. We refine our client's web strategies to insure business goals are met. We leverage global technology providers to deliver value, speed and quality content.

Video has replaced text as the best medium for broad-based communication. We personalize your message, bring to life through vivid imagery and deliver it anywhere in the world.

Qualified sales appointments are replacing the traditional "all sales leads are equal" approach to selling. We deliver highly qualified sales appointments, increased productivity, improved forecasting, and a measurable return on your investment.

Aligned MARKETING

ABOUT US:

Aligned Marketing specializes in communication and technology.

We help our clients refine their strategic communication and build online and offline tools to effectively deliver their message and grow. As an outside provider of marketing solutions, we understand that every company has more opportunities than capable staff to take advantage of them, even in the best of times.

The challenge is finding the time and talent to do the work, while your people keep the business operating effectively. We can help.

OUR DIFFERENCE:

Aligned-Marketing is a marketing firm that focuses on strategy development, communication planning and technology solutions, as demonstrated through the publication of our new book, *Communication Wins* (March 2009), and the launch of over 400 websites around the world.

Communication has never been so important. People are busy and often overwhelmed. Information overload and economic uncertainty are affecting productivity and our ability to execute.

In a recent study by The Gallup Organization, 74 percent of U.S. workers described themselves as *not-engaged* (passively going along) or *disengaged* (actively avoiding their responsibilities) from their work. Your employees need and deserve great communication as much as your customer do.

Effective communication is the key to execution. Wharton Business School and the Gartner Group studied the major impediments to strategy implementation and execution and found that four out of the nine primary causes were related to poor communication: The strategy was too vague; communication of responsibilities and/or accountability was unclear; there was a lack of operating guidelines; or the message failed to win over employees.

If your people aren't getting the message, are your customers? At Aligned Marketing we believe clear, concise and consistent communication is critical to effective internal and external execution.

We use professional writers to perfect your message and high-quality graphic designers, technologists, and videographers to make your message and call-to-action come alive.

We do what you don't have time to do, don't want to do, or are not able to do.

www.aligned-marketing.com