

Marcom Advantage

Marketing
Marketing Communications
Public Relations
Industry Analysts Relations
Business Planning
Event Management
Creative Design

On Demand, Just In Time, 24x7 Service

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Marcom Advantage

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Marcom Advantage

Company Profile

Marcom Advantage is a team of former senior employees of a Fortune 100 Company, with over 20 years of experience in marketing and communications. Marcom Advantage teams with a virtual network of established partners to provide additional value added services for our clients.

We develop and execute well-coordinated programs that involve every aspect of marketing and media communications. Working with our clients, we create value through the most innovative and effective marketing and communications programs.

Marcom Advantage specializes in developing business plans and marketing campaigns for start-up, emerging and established companies. We can build marketing momentum, build a company brand and compel the people important to you to take action.

Marcom Advantage has been instrumental in assisting Enterprise and Consumer companies launch their companies and products.

Mission

Our mission is to help our clients build solid, results-oriented communications campaigns that lay the foundation for long-term success.

Every business needs to articulate its vision. Marcom Advantage works with clients to develop a compelling company story -- highlighting strengths, successes and market position. Your company story builds your company image.

Our Promise

Your company and its product offerings will obtain maximum exposure using best practices in marketing and communications.

Why Marcom Advantage

- Marcom Advantage has experience in both inbound and outbound marketing.
- Experience dealing with channel partners and customers.
- Experience creating channel partner programs and sales promotions.
- Experienced in developing integrated marketing campaigns that leverage best practices in Marketing, Public Relations and Industry Relations practices.
- Experience with Start-Up, Emerging and Foreign Companies entering the US Marketing

Key Benefits of Working with Marcom Advantage

- Senior professionals with over 20 years of Marketing and Public Relations experience.
- Synergy between Marketing Campaigns and Public Relations / Industry Relations.
- Work only with principles of Marcom Advantage.
- Personalized attention.
- Committed to client satisfaction.

Marcom Advantage

Management Profile

Michael Luciano

Michael is managing partner and co-founder with Marcom Advantage LLC, a provider of marketing and communications services, and has over 30 years of business experience.

Michael is instrumental in assisting clients with developing Business Plans, Marketing Programs, Business Development, Strategic Partner Relationships and securing Venture Capital Funding. Michael sits on several Advisory Boards, provides strategic counsel to clients and oversees day-to-day account management and direction.

Prior to co-founding Marcom Advantage, Michael held key management positions in Marketing, Business Development, R&D and Information Technology at Hewlett-Packard, General Electric and Xerox; in Telecommunications, Networking, Systems and Network Management, Manufacturing, Procurement and Financial Services.

Michael has been instrumental in developing strategic partner programs with IBM, AT&T, Nortel, SUN, Cisco and Microsoft for Marcom Advantage clients and Hewlett-Packard.

As an Information Technology Manager, Michael was responsible for developing and managing application software development for Materials Requirement Planning, Procurement, Order Entry and Financial Services.

As an R&D Manager, Michael managed the design and development of Carrier Grade Servers for the Telecommunications Industry and managed a Competitive Systems Evaluation Center to evaluate competitive hardware and software systems.

Marcom Advantage

Marketing and Marketing Communications Services

Marcom Advantage delivers high-quality marketing and marketing communications programs for high growth companies. Our strength is our team's ability to balance creativity with practical business sense in order to maximize your return on investment.

Marcom Advantage specializes in developing high impact marketing programs for customers who want to attract new customers and investors. We deliver services that carry these campaigns from concept through fulfillment, combining in-house talent with a solid network of valuable partners.

Marketing Communications

- Product / Service Positioning & Messaging
- Sales & Marketing Campaigns
- Sales & Marketing Incentives & Promotions
- Sales & Marketing Support
 - Sales Presentations
 - Sales Updates
 - Channel Newsletters
 - Channel Partner Programs
- Collateral Development
 - Corporate Literature
 - Product Literature
 - Web Site Content
 - Company Backgrounder
 - Executive Profiles
 - Success Stories
 - Case Studies
 - Application Stories
 - White Papers
 - Brochures & Catalogs
 - Data Sheets
 - Presentations
 - Direct Mail Pieces
 - FAQs
 - Newsletters
- Copywriting
- Editing and Proofreading
- Translation
- Business Plans / Marketing Plans
- Lead Generation
- Internet Marketing
- Direct Marketing
- e-Marketing
- Advertising
- Webinars
- Industry Affiliations
- Partner & Alliance Relationship Management
- Product / Service Launch Planning
- Project Management
- Lifecycle Management
- Trade Show / Event Planning & Management
 - Corporate Functions
 - Sales & Partner Meetings
 - Conferences & Seminars
 - Customer / Industry Events
 - Management & Logistics
- Sales & Marketing Training Development
 - Direct Sales & Indirect Channels
- Competitive Analysis & Market Research

Sales & Marketing Services

Marcom Advantage

Public Relations Services

Marcom Advantage offers a full range of public relations services aimed at compelling the people most important to you to take action. Marcom Advantage will help you with clearly articulated messages, delivered in the most effective manner, across all regions.

We help companies develop and implement highly effective public relations campaigns that are targeted at key press and media, who will distribute your message to the audiences you need to reach.

Corporate Communications

Strategic Positioning and Messaging

Press Releases

Media Coverage and Articles

- Print
- Online
- Radio
- TV

Speaking Engagements

Trade Shows and Events

Hospitality Suites

Press and Media Relations

- Planning & Management
- Press / Media Lists
- Press Conferences and Events
- Tours and Briefings
 - One-On-Ones
 - Press / Media Offices
 - Trade Show & Events Booth
 - Press Centers
 - Interview Rooms
- Spokesperson Training
- Press and Media Training
- Editorial Calendaring
- Editorial Award Submissions
- Product Review Submissions
- Press Pitches

Contributed and Bylined Articles

Sidebar Articles

Competitive Media Analysis

Press / Media Kits

- Paper, CD, Online / Virtual Press Office
- Company Brochure / Fact Sheet
- Company Backgrounder
- Executive Profiles
- Press Releases
- Media Articles
- Quotes / Testimonials
- Product Images
- Presentations
- Events Calendar
- Media Contact Information
- Frequently Asked Questions
- Company Publications
 - Product Data Sheets
 - Success Stories
 - Case Studies
 - Application Stories
 - Brochures
 - Newsletters
 - Magazines
 - White Papers

Marcom Advantage

Industry Analysts Relations Services

As one of the most influential groups in the industry, research firms play a key role in helping you deliver your message to your prospective and existing customers, the press / media and other key channels.

Marcom Advantage works with you to make sure your company's message is clearly articulated and delivered to the most appropriate research firms and analysts in the industry.

Industry Analysts Relations

- Planning & Management
- Industry Analysts Lists
- Tours & Briefings
 - One-On-Ones
 - Industry Analysts Offices
 - Trade Show & Events Booth
 - Press Centers
 - Interview Rooms
- Spokesperson Training
- Industry Relations Training
- Speaking Engagements
- Trade Shows and Events
- Industry Relations Collateral

Investor Relations

Employee Relations

Community Relations

Marcom Advantage

Public Relations & Industry Analysts Relations Campaigns

Marcom Advantage develops effective and sustainable public relations and industry analysts relations campaigns to keep its clients in the minds of the industry, media, current and prospective customers.

Marcom Advantage starts by getting a thorough understanding of its clients business, markets and competitive landscape. With this in-depth knowledge of the client, we start by developing a targeted strategy, with the right mix of compelling content and activities to help you achieve your business objectives and strengthen relationships with customers and investors.

- Executive Overview
- Why Public Relations is Important
- Situation Analysis
- Goals and Objectives
- Strategies and Tactics
- Target Audiences and Key Messages
- Campaign Timeline and Budget
- Success Measurements
- Benefits of Working with Marcom Advantage

Marcom Advantage

Business Planning Services

Marcom Advantage offers a full range of business planning services for Entrepreneurs and Early Stage Start-Ups to assist them in preparing to launch their company, products and securing funding.

Marcom Advantage has access to a network of partners and advisors. Partners and advisors have experience in business management, sales, marketing, public relations, finance and legal.

Marcom Advantage partners and advisors are available as part-time or full-time participants - founders, executives, management, staff, board members, or board advisors.

Marcom Advantage can assist Entrepreneurs and Early Stage Start-Ups with preparing for the Investor Funding Process requirements and preparation:

- Investor Pitch (One Minute Elevator Pitch)
- Business Plan (15 to 30 Pages)
- Executive Summary (3 to 5 Pages)
- Investor Presentation (5 to 10 Slides)
- Business Plan Contest Preparation

- Venture Capital and Angel Funding Source Identification
- Investor Package Development and Submission
- Coaching, Mentoring and Presentation Preparation

- Government Grants

- Market Assessment and Strategy
 - Technology and Market Trends
 - Distribution Channels
 - Competitive Analysis and Strategy
 - Market Projections

- Revenue Generation
 - Business Development
 - Lead Generation
 - Distribution Channels
 - Alliances / Partnerships

Marcom Advantage

Event Management Services

Marcom Advantage is a full service event planning and management agency. Marcom Advantage has the knowledge, experience and creativity to help make your event or meeting a success.

Our event planning and management team has over 20 years of experience planning and executing a wide variety of meetings and events.

- Trade Shows
- Special Events
- Corporate Events
- Sales & Marketing Meetings
- Customer Recognition Events
- Training Seminars
- Planning & Management
- Resources & Staffing
- Travel & Accommodations

Marcom Advantage

Graphic Design Services

Marcom Advantage offers full-service design and development services for print and interactive based communications. Through a network of established creative associates and partners, Marcom Advantage can provide you with seamless graphic solutions.

For years, we've been helping our clients to visually communicate their identity and messages. We bring together a team of creative professionals to create outstanding marketing and communications materials that help our clients show their best.

Marcom Advantage's marketing and communications capabilities offers you one stop shopping. We provide you with integrated services that will best meet your sales and marketing needs.

Branding and Identity Programs

- Corporate and Product Identity
- Corporate Logo Development
- Color Palette and Icons
- Design and Style Guidelines
- Corporate Stationary
- Product Naming
- Tagline Development

Corporate and Product Collateral

- Corporate and Product Brochures
- Corporate and Product Folders
- Product Data Sheets
- Product Manuals and Guides
- Presentation Templates
- Product Packaging
- Product Catalogs
- Letterheads, Envelopes and Business Cards
- Direct Mail Campaigns
- Annual Reports

Interactive Media

- CD ROMs / DVDs
- Flash Design and Animations
- Video / Audio / Multimedia
- Voiceover
- Company / Product Demonstrations

Trade Shows and Events

- Trade Show / Event Graphics
- Booth Themes
- Booth Graphics
- Hand-Out / Promotional Materials
- Pre and Post Show Mailers
- Brand Builders / Giveaways
- Lead Generation Drawings

Web Design and Development

- Concept Design
- Interface Design
- Flash Design
- Programming
- Database Design
- Web Campaigns
- Design Extension

Marcom Advantage

Clients

Information Technology

- Delegata - IT Consulting and Systems Integration Services - www.delegata.com
- Itemfield / Informatica- IT Data Transformation Software - www.itemfield.com / www.informatica.com
- Evident Software - IT Service Intelligence Software - www.evidentsoftware.com
- Fujitsu - IT Infrastructure Management Software - www.fujitsu.com
- Ciyasoft - Natural Language Processing Software - www.ciyasoft.com
- OptiGate Networks - Internet Services - www.optigate.net

Energy

- Solar Farm Group - Solar Energy Farming - www.solarfarmgroup.com
- CleanStart - Supporting Clean Energy Ventures - www.cleanstart.org
- PeeVee - Intelligent Mobility Solutions - www.peevee.net

Biotechnology

- UC Davis Biotechnology Program - www.biotech.ucdavis.edu
- Vitalea Science - www.vitaleascience.com

Storage

- Ximeta - Network Attached Storage Solutions - www.ximeta.com

Digital Media

- Adobe Systems - Digital Content Management Software - www.adobe.com
- Geometrix - 3D Imaging and Face Recognition Software - www.geometrix.com
- Coollect - Digital Media Management Software - www.coollect.com

Security

- Check Point Software - Internet Security Software - www.checkpoint.com
- Arcot Systems - Authentication and Digital Signature Software - www.arcot.com
- Secuware - Enterprise Security Software - www.secuware.com

Telecommunications and Networking

- WiSac - Wireless Sacramento - www.wisac.org
- On Scene Systems - emergency & Disaster Response Systems - www.onscenesystems.com

Test and Measurement

- Agilent Technologies - Technology Solutions - www.agilent.com
- FiberPro - Fiber Optic Test & Measurement Solutions - www.fiberpro.com

International Trade

- Invest Fukuoka - Connecting North America to Japan - www.investfk.jp

Marcom Advantage

Corporate Experience

Hewlett-Packard - Technology Solutions - www.hp.com

- Customer Service and Support
- Financial Services
 - Banking
 - Insurance
 - e-Payments
- Information Technology
- Servers and Workstations
- Storage
- System and Network Management
- Telecommunications and Networking

Agilent Technologies - Technology Solutions - www.agilent.com

- Chemical Analysis Solutions Division - Life Sciences and Chemical Analysis
- Video Communications Division - Broadcast and Video

Pinnacle Systems - Digital Video Solutions - www.pinnaclesys.com

Amdahl - IT Infrastructure Solutions - www.amdahl.com