

## Tactical Marketing Support Objectives

1. Develop market-positioning template based on strategic input from management.
2. Develop marketing material “look” and theme.
3. Define collateral materials needed for product promotion.
4. Develop & maintain collateral materials for current and new products (data sheets, web page text (see note, re graphics)).
5. Produce detailed product definition including Marketing Requirements Document (MRD) development for one product, negotiating with engineering to determine final specs. Bi-monthly (60 days) progress review with development staff.
6. Develop & maintain product roadmap (based on engineering response to MRD) showing planned inclusion of features and release schedule.
7. Recommend product launch / positioning communication strategy (advertising, tradeshow, conferences, speaking opportunities, editorial content opportunities).
8. Develop trade show & conference schedule and manage budget.
9. Develop & maintain Competitive Comparison Matrix based on top customer criteria and available pricing information.
10. Develop model Cost Benefit Analysis for each industry segment (multiple scenarios in each segment).
11. Review pro forma income statements for product line based on projections of sales and cost trends.
12. NPV, ROI, and breakeven analysis based on pro forma projections.
13. Develop analyst and investor presentations.
14. Develop Sales training program.
15. Engage and manage speaking opportunities, including presentation and paper drafting, event pitching, and coordination with trade show schedules. Monitor trade magazine editorial calendars for likely magazine article submissions.
16. Draft speaker biographies & submit to potential speaking opportunities, acting as contact point for potential engagements.
17. Compile press release distribution list of editorial contacts appropriate to the firm’s industry sector and constituencies (investors, potential employees, customers, partners).
18. Generate (write) one press release per quarter and distribute it to the list defined above.
19. Act as press contact point for press release and editorial content.
20. Manage web page collateral and sales tool development. Provide recommendations for additions / changes and establish budgets for approval.