

Turning an IT Sub-
Contractor Business into
an Organization with an
Identity of its Own



If any of these are your business challenges...

1. **Awareness and Recognition is only through the names of Known Tier 1 Vendors**
 - Your connection to end clients only exists through the big, national IT Staffing suppliers .
2. **Changing Vendor Contracts are forcing Fewer Sub-Contractor Relationships**
 - Sub-contractor relationships are frowned upon by procurement and key decision makers in vendor programs.
3. **Collections and Accounts Receivables cause Cash Flow Problems**
 - Many layers create collection issues and frequently turn into legal problems and additional expenses.
4. **New Direct Client Acquisition Activities are Non-existent**
 - Your team exists mostly of recruiters, not sales. Direct communication with a direct client target market is not being established.
5. **Points of Differentiation do not Exist**
 - Your business is being recognized as a company no different than 1000 other companies. As much as you try to differentiate, it makes no difference in the eyes of the decision makers.
6. **Cultural and Naturalization Connections are Challenging for Your Staff**
 - Because most, or all of your staff is not originally from the US, barriers exist to break into new clients. These barriers exist either through the buyer or through the confidence in your staff to break down the walls.

And you want your Company to have these characteristics...

- 1. The Majority of Your Business is From Direct Clients**
 - Your revenue streams are anchored through direct client business, dramatically increasing your average margin per placement.
- 2. Recognition and Brand Awareness in the Market**
 - Regular and consistent activities, including local sales and marketing expertise, is giving your business clear identification in the target markets.
- 3. Your Dependency on Sub-Vendor Business is Low**
 - Managing cash flow is less painful and filling low margin sub vendor requirements is less of a concern.
- 4. Your Team is Well Versed and Capable in Acquiring new Business in the Local Markets**
 - Connecting with local buyers of IT Staffing Services is now part of a low cost system.
 - Local nationalized teams are able to be engaged with new prospects with the ability to quickly identify with the buyer.

1. We Understand Your Business

- We have worked with numerous businesses just like yours.

2. We Play a Role in Your Company

- We manage sales and marketing activities and act on behalf of your business as required.

3. We Utilize the Latest Tools to Penetrate Your Market

- Our inbound marketing systems are proven to acquire awareness and leads.

4. Our Fee Structure is a Fraction of the Cost to Hire a Local Sales Force, with Significantly Lower Risk

- Our monthly retainers range from \$4-6k.

IT Services and Solutions

echogravity knows success

20+

engagements with IT Services,
Consulting, and Staffing firms

\$70 MM

revenue generated for IT services
companies

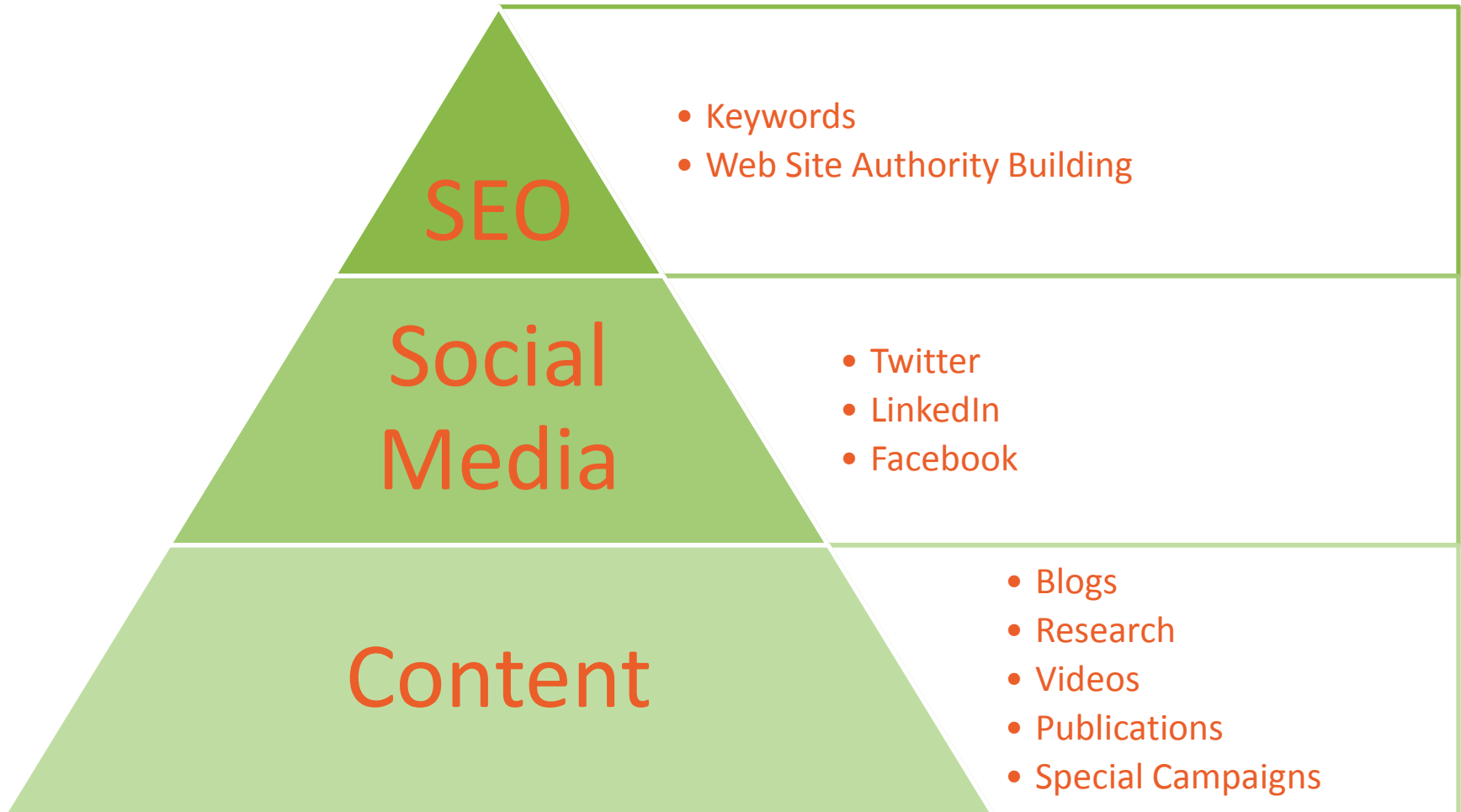
10+

Inbound Marketing
Websites created

5000+

target accounts
marketed and sold to

echogravity Building Blocks



What we do exactly

THINK

- Sales and Business Strategy
- Revenue Goals
- Campaign Strategy

CREATE

- Website
- Sales Plans
- Landing Pages
- Marketing Programs
- Brochures
- PowerPoint's

MANAGE

- Sales Force
- Sales Hiring
- Web Site Content
- Sales Data
- Email Campaigns
- Social Media Management
- SEO
- Campaign Marketing

WRITE

- Blog
- Web Content
- Collateral
- Research Papers
- Press releases and publications

GENERATE

- Market Involvement
- Prospect Activity
- Web Site Traffic
- Analytics and Reports
- New Leads

- **Build Strategy and Set Goals**
 - Determine sales force growth and market penetration plans
- **Website and Social Foundation**
 - Create an engaging website that keeps visitors returning and connected
 - Develop social media channels that connects the prospects and other markets
- **Creative Campaigns, Programs and Lead Generation**
 - Developing the Plans
 - Execution the Plans
 - Assist in company positioning
 - Measuring Success

Expected results

Get Found, Build Awareness, Get Leads

- **Get Found**
 - Awareness increased with target audience and outside of the talent pool
- **Build Awareness**
 - Communicate lead generation activities through various channels
 - Grab attention in and outside of the target market
 - Utilize social media and intelligent content to attract prospects
- **Get Leads**
 - Acquire an increased level of leads by involving a higher number of visitors to the web site
 - Develop creative programs that exponentially increases traffic
 - Repeat activity across various channels to obtain new lead sources

Act Now

As part of a limited time offering, any company signing a new agreement with echogravity prior to January 31, 2012 will receive a 20% discount on the first month of service.*

To find out more about executing the latest strategies for inbound marketing and lead generation, email kevin@echogravity.com or call at 630-855-6900.

*Free offer only applies to standard retainer agreements of \$4,000 per month or greater.