



# Our core areas of expertise

KB Consultants offers extensive online and offline marketing skills and proven B2B new business development expertise

We have IT marketing experience with 10 Microsoft Gold Partners and launched ground-breaking new cloud solutions

We specialise in:

- ☑ New business strategy, planning and implementation
- ☑ Getting new Microsoft and cloud solutions to market successfully
- ☑ Websites, SEO, online and email marketing and social networks
- ☑ Direct marketing, research, collateral and seminar support

# KBC core areas of expertise

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Microsoft®  
Online Services



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# Current clients

We work with clients to position the benefits of Microsoft products to meet current business and communication needs



*"The quality of input and workrate is excellent. KBC developed a marketing and new business strategy, email campaigns and revised our website with new content – and all inside 14 days."*

Dan Scarfe – CEO, Dot Net Solutions  
Microsoft Gold Partner



- Website revamps
- Email marketing
- New business
- Marketing plans

# Client marketing packages

A practical range of activity with day rates



We aim to work with a small number of directly compatible organisations in order to bring potential cross-deal benefits to all of our clients

KBC Packages	Days	Example Package Detail
<b>Quickstart</b>	<b>4</b>	Review and analysis of current marketing, collateral, website positioning, messaging and content, plus SEO and email strategy
<b>Planner</b>	<b>10</b>	As above plus creation of detailed new business and marketing strategy, SWOT analysis and marketing campaign plan
<b>Campaigner</b>	<b>20</b>	As above plus website revisions with SEO, newsletter or sales email campaign, two fact sheets and two case studies
<b>Strategist</b>	<b>30</b>	As above plus strategy and plans for seminars, events, telemarketing, advertising or PR
<b>Bespoke</b>	<b>30+</b>	Depends on specific client requirements

Call KB Consultants for more details of our day-rate packages

■ Cloud Marketing Strategy

■ Online, Email and Social Marketing

■ New Business Development

# Our client approach

- **Review of current marketing, positioning & messaging**
  - Definition of key assets, focus and competitive advantage – SWOT
  - Review of current website, online content focus and SEO status
  - Review of capabilities versus USPs, core messages and positioning
- **Definition of key sales and marketing objectives**
  - Sales drivers – leads, new product or service launches, start-up
  - Core marketing requirements – short term boost or long term support?
- **Marketing focus and short-term campaigns identified**
  - What marketing campaign focus is likely to provide the fastest ROI?
  - Marketing focus, capabilities and marketing agency support network
  - What business resources will be required to support marketing efforts?

# Our client approach

- **Integrated marketing campaign ‘top 3’ business focus:**
  - Website ‘tune-up’ and SEO (new platform, new nav, redesign if required)
  - Email marketing – system setup, data, html email templates and copy
  - Core collateral, fact sheets, case studies, white papers and brochures
- **Integrated sales processes to support marketing efforts**
  - Sales processes to ensure leads delivered from new business campaigns
  - Client engagement, lead qualification and evaluation processes
- **More advanced B2B marketing requirements**
  - Telemarketing, networking, partner and lead generation activities
  - Awareness – social networking, PR, events, seminars and conferences

# Marketing strategy

## Detailed Marketing and New Business Plan

**kb** CONSULTANTS

- Marketing Strategy and New Business Development
- Website Positioning, SEO and Google Adwords
- Marketing, email and Online Marketing







### Marketing Plan and New Business Campaigns

Author: Andrew Kony-Bodall  
KS Consultants

Date: 28<sup>th</sup> January 2010

Version: 1.0

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### Executive Summary

Dot Net Solutions (DNS) faces several key marketing challenges including lack of awareness of their organisation, solutions and services and differentiation versus competitors. These challenges require a combination of focused marketing activity to generate new business, with multiple integrated marketing campaigns that capitalise on core solution and technology expertise. The key goal is to create leads and close profitable incremental new business.

#### Dot Net Solutions core marketing challenges

- Generate increase in awareness of DNS, what you do and how your solutions directly benefit organisations.
- Integrated marketing and business lead generation, to deliver rapid progression from contact to close & win.
- 4-year focus on differentiation of DNS capabilities versus Microsoft partners, not competitors, to deliver superior solutions.

#### Marketing plan activity management

All of these challenges can be tackled through integrated marketing and new business generation campaigns. The document outlines the marketing campaigns that can be undertaken over a 12-month period. Each marketing campaign, after the initial setup period, can then be managed by Dot Net Solutions with minimal external help.

#### The core Dot Net Solutions USP

- "Solutions that get you noticed" - featured on all collateral, the web home page and URL footer of all pages.

#### What Dot Net Solutions delivers

- "Custom built solutions for you" - the core DNS deliverable referring to project and audience solutions.

#### Key customer benefits

These suggestions need to be reviewed in more detail:

- Technology innovation made simple** - create an engaging, visual web experience with RIA innovation.
- Agile development methodology** - rapidly deliver IT projects, to specification on time and on budget.
- Windows Azure based cloud solutions** - reduce costs with scalable, integrated business solutions.
- End to end solution provision** - all solutions developed by Dot Net Solutions use only in-house resources.
- Expert technology skills** - a way to trial new technologies e.g. cloud solutions, Azure, RIA, SharePoint.
- Microsoft's premier technology innovation partner** - key sponsor of the Microsoft Technology Centre.
- Embedded technology devices** - ability to develop 'smart' new devices rapidly and cost effectively.

#### General challenges in marketing technology solutions and developing new business

The biggest marketing and new business challenge with IT is a general lack of understanding of technology and its benefits. The second challenge, once organisations are convinced of the benefits of technology, is getting the organisation to make a decision at the right level and extracting a suitable budget for the project. All Dot Net Solutions marketing efforts should therefore focus on communicating the ability, with examples, to solve specific business challenges, with consulting and technology solutions that can meet organisational needs in most sectors.

#### Marketing of technology solutions (see appendix 1)

Businesses show that marketing the features and benefits of technology may work with an IT audience, but rarely works in getting commercial and other business decision makers to buy from unknown technology companies.

GDG, our technology assessment, marketing, with most successful with B2B markets, however, in the B2B market the complex new technology solutions that Dot Net provides, such as Silverlight and Azure that are inherently difficult to explain the benefits of, will need a very different approach.

B2B marketing campaigns are most likely to be successful if they have a clear focus on showing that new technologies such as Silverlight, WPF, Azure and MOSS offer solutions to common business problems. Campaigns will need to be visually attractive, demonstrate clear internal and customer benefits, and illustrate effectiveness, relatively low cost and past successes.

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# Marketing strategy

## Example Business Plan Contents

### Core marketing challenges – business aims, drivers, financial needs

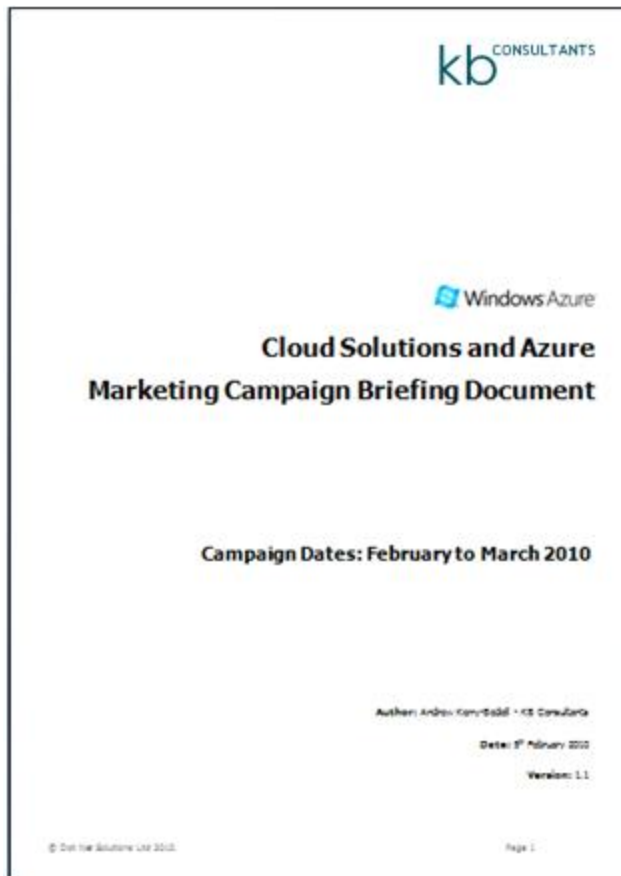
- ☑ Marketing plan activity management – successful marketing campaign management
- ☑ Core USPs, messaging and branding – ensuring match with delivery capability
- ☑ Focus on what the organisation provides – SWOT and key competitive differentiation
- ☑ Key client benefits – top 3 identification for successful marketing campaign focus
- ☑ Matrix of business focus and business requirements for marketing campaign delivery

### Marketing campaign focus – suggested core campaigns and messaging

- ☑ Marketing activity workstreams, consulting day and time plan & expected results matrix
- ☑ Marketing campaign support collateral list – print, PDF, website and email templates
- ☑ Integrated marketing activity – web, SEO, online, social marketing, email, direct mail, research, advertising, brochures, fact sheets, case studies, brochures, white papers, presentations, telemarketing, partners, referrals, networking, PR, seminars and events

# Email campaigns

## email campaign briefing document



### Email campaign brief:

- Campaign details
- Audience and aims
- Action & timing plan
- Response process
- Support collateral
- Web & email content
- Links and downloads
- Sales team response

# Bespoke Services

## Setup of new business seminars

Awareness and new leads through client seminars

**SharePoint Showcase 2008** The very best SharePoint products in a unique conference setting

Deployment Acceleration | SharePoint Scanning | MOSS 2007 | Platform Management | Continuous Availability

ShareWorkz | KOFAX | Microsoft | SMART SOFTWARE | neverfail

Webpart Catalogue | Application Management | Process and Workflow | Web Content Migration | Migration Catalogue

bamboo | AvePoint | K2 | metalogix | tsunami

**16th October 2008: ICS Basingstoke** [Book here](#)

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ICS the UK's No 1 SharePoint Partner, have used their unmatched experience to bring together the best in the SharePoint applications and services market under a single roof.

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	1 to Many Briefing (attend any 7)	1 on 1 Meeting (attend any 3)
Microsoft	Yes	N/A
AvePoint	Yes	Yes
Bamboo	Yes	Yes
Kofax	Yes	Yes
K2	Yes	Yes
Metalogix	Yes	Yes
Neverfail	Yes	Yes
Quest	Yes	Yes
ShareWorkz	Yes	Yes
Tsunami	Yes	Yes

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**dot net solutions** **Pulse** SOFTWARE THAT GETS YOU NOTICED

0845 402 1752

### The Cloud Circle

#### Outlook clearer after London Cloud event

Thank you for joining us at last week's Cloud Circle. Over 230 attendees came along, eager to find out about the realities of the Cloud

With constant pressure to manage IT costs, cloud solutions offer a new way to provide cost effective IT solutions, but without having to transfer all of your technology over to the cloud in one major

Matt Deacon, Chief Architectural Advisor at Microsoft, and Dan Scarfe, CEO of Dot Net Solutions, outlined a pragmatic hybrid approach to cloud computing. They outlined how customers can combine cloud solutions with their existing applications and infrastructure, to achieve IT cost savings, flexibility and the ability to bring new ideas to market rapidly and effectively.

"A hybrid approach to cloud computing has brought with it a step change in performance and scalability, whilst still allowing us to retain control over our users' sensitive data"

James Varga, COO - Money Dashboard

**About Us**

Dot Net Solutions is the ideal business solution

Quick off the mark and responsive to your needs, we embrace cutting-edge technologies to solve your business challenges rapidly.

See our cloud case studies

Microsoft | TensiorDCisions

Read our Azure fact sheet

*"KB Consultants has an intimate knowledge of the Microsoft and cloud solution marketplace. They work fast, with an uncanny ability to transform technical products and services into appealing websites, emails & seminars."*

Garry Miller – Commercial Dir, IMGROUP  
Microsoft Gold Partner

*"An amazing ability to understand problems and turn them into solutions. Imaginative and innovative, I would not hesitate to recommend Andrew for anything requiring creative thinking or thinking outside of the box."*

Seb Matthews - CTO, AdeoPoint

Seminar examples: SharePoint partner seminar, Cloud Circle event

- Cloud Marketing Strategy
- Online, Email and Social Marketing
- New Business Development

## Recommendations from current and past clients and past marketing roles:

- **“KB Consultants has an intimate knowledge of the Microsoft and cloud solution marketplace. They work fast, with an uncanny ability to transform technical products and services into appealing websites, emails & seminars.” - Garry Miller – Commercial Dir, IMGROUP, Microsoft Gold Partner (KBC client)**
- **“Andrew is a self motivated, highly experienced professional who assisted vli with a wide range of strategic and marketing operational challenges. I found his attitude first class, and it was a pleasure to work with him.” - James Hodgkinson, Managing Director, vli Ltd (KBC client)**
- **"Andrew is a very focused and practical marketing and business development professional who consistently delivers on time and budget. He has extensive experience in the Microsoft partner community. Top qualities: Good Value, On Time, High Integrity."  
*Ciaran Cosgrave, CTO, 2e2, Microsoft Gold Partner (current KBC client)***
- **"The quality of input and workrate from KBC is excellent. They developed a marketing and new business strategy, revised our website with new messaging and content. They also created Google and Bing SEO adverts, email newsletter campaigns, case studies and fact sheets - all inside 14 working days."  
*- Dan Scarfe, CEO, Dot Net Solutions, Microsoft Gold Partner (KBC client)***
- **“Andrew's boundless enthusiasm, attention to detail and prolific work rate makes it easy to recommend him.” - Martin Neale, Managing Director, ICS Solutions, Microsoft Gold Partner**
- **“Andrew has an amazing ability to understand problems and turn them into solutions. Imaginative and innovative, I would not hesitate to recommend Andrew for any role requiring creative thinking or "thinking outside of the box". - Seb Matthews, CTO AdeoPoint, Microsoft Gold Partner**
- **Andrew sat down with our management team, made us listen on how best to approach new customers, marketing of products and how to portray the company. Once he gets tasked, he doesn't let go, which always gets things done and finished." - Nigel Dunbar, MD, NSA Solutions, Microsoft Gold Partner**