



**Marketing2Connect**

MARKETING MADE EASY



# Virtual Marketing Concierge

There are two good questions for you to consider when you are examining your current or future marketing efforts and planning for your business growth.

## First, what is a “Virtual Marketing Concierge” service?

A Virtual Marketing Concierge (VMC) service is remote and focuses on your marketing needs and goals. A VMC service from Marketing2Connect provides “white glove” concierge treatment to all clients from the start of a project through its completion. It begins with a marketing professional team who can fulfill one of two options within your organization: 1. To assist your existing marketing team with special projects as needed, and 2. To manage all your marketing efforts from planning to execution and ROI analysis.

## Second, who needs or can utilize a VMC service?

Have an existing marketing team? We all know that one of the challenges in any organization is finding time to keep up with new developments in marketing trends and ideas. Part of our VMC service charter is to assist your existing team with developments and trends as well as special projects. Your VMC leader will be able to fill in knowledge gaps and help you utilize the latest and most effective marketing tools for your business.

Don't have a marketing team or the time or resources to develop one? A VMC service approach can stand in the gap by working directly with you, first, to understand your business and your goals, and then, to develop a full marketing plan from strategy to execution that will fit your needs and your budget. You maintain the flexibility to scale and adjust the timing, activities, and budget as the business grows and your plans change. You may also wish to consider using the VMC service to educate and develop your internal resources for future growth.

In either case, there are multiple benefits to using the VMC service from Marketing2Connect:



### Get results sooner.

Our VMC service will deliver results quickly.



### Stay ahead of the curve.

Part of our VMC service charter is to remain current with not only the latest in marketing trends but also the business climate in your industry.



### Maximize focus on your business goals.

Many of your employees juggle multiple responsibilities, and marketing efforts may just feel like an add-on. Our VMC service can take the “part-time” marketing responsibilities off your team's agenda and allow your staff to focus on the key goals of their business function.



### Leverage the power of perspective.

Engaging with M2C's VMC service will help bring a fresh perspective and valuable experience from industries that share your pain points and marketing challenges.



### Build powerful connections.

Our VMC service can help you broaden your customer and professional networks.



### Lower your up-front costs.

Our VMC service helps you avoid the time and costs associated with hiring because we are ready to begin work immediately.



## What can you expect from a VMC service from Marketing2Connect?

- A comprehensive VMC service that consists of a full team of writers, designers, and marketing experts who will take ownership of and manage your projects from ideation through completion
- A team that understands your industry and not only asks the right questions but also listens to your answers to get to know your company, its goals, and its concerns
- A flexible plan that will meet your budget and your goals
- A trusted advisor who can help you define your objectives and direct your marketing efforts toward meeting those objectives
- A “virtual” member of your team who has your best interests at heart and will work with you to meet your objectives

---

**Contact [joan@marketing2connect.com](mailto:joan@marketing2connect.com) for an analysis of what this service can do for you.**



**Marketing2Connect**  
MARKETING MADE EASY

[www.marketing2connect.com](http://www.marketing2connect.com)

## About Marketing2Connect

Marketing2Connect is an Illinois-based certified women-owned business providing professional B2B marketing services to help increase your marketing capabilities and grow your sales.

From single account-based projects to a series of promotions or a full range of marketing services, our team of experts will give you the attention, advice, and execution you need to take your business to the next level.

At Marketing2Connect we strategize and execute to help you get stronger leads, increase customer engagement, and develop pipelines. Add Marketing2Connect to your team and see “Marketing Made Easy” for you.