



Get focused. Drive revenue.

B2B technology companies face many challenges. Marketing shouldn't be one of them. That belief has been at the core of Critical3 Marketing's approach since 2002, and it still is today. We believe every technology company should have access to a full suite of marketing services and expertise...all at an affordable cost. And, with that approach, Critical3 has built a strong track record of helping B2B technology companies grow their business.

Your B2B technology company needs to drive revenue. Critical3 Marketing gets you focused. **Welcome to smart, technology marketing that works.**

What makes Critical3 the go-to marketing resource for today's technology companies?

- **Sales and Marketing Expertise.** Our principals all have field sales and marketing experience. That's why we know what works in the trenches and how to tackle your biggest challenges.
- **Virtual Team Approach.** Based on your needs and budget, we assemble a custom-fit, virtual team of best-in-class professionals. Then, we manage the execution of your marketing initiatives...so you don't have to.
- **The CriticalStart™.** You need to see early results for your investment. We agree. That's why we've created The CriticalStart—a 60-day program that jumpstarts revenue growth by focusing on your biggest priorities.

Critical3 is flexible in the way we work with our customers, so you can always count on having an experienced marketing partner that feels like a member of your team—not a vendor.

Outsourced VP of Marketing –

Need a VP, but can't afford one? Let Critical3 help drive your marketing strategies and programs from beginning to end.

Marketing Execution Team –

If you already have marketing leadership, turn to Critical3 to be your full-service marketing execution team.

Project-based –

Critical3 delivers the depth of expertise and execution needed to achieve your short-term project goals.

How Can Critical3 Help You?

- Branding
- Channel Programs
- Collateral Development
- Competitive Analysis
- Customer Case Studies
- Customer Programs
- Customer Surveys
- Direct Mail
- Email Marketing
- Funding/IPO Presentations
- Lead Generation Programs
- Marketing Plan Development
- Messaging & Positioning
- Naming
- Newsletters
- Online Communities
- PR & Analyst Programs
- Product Launch
- Sales Presentations
- Social Media
- Sponsorship Programs
- Thought Leadership Programs
- Tradeshow Programs
- Viral Marketing Programs
- Webinar Programs
- Website Development
- White Papers
- Win/Loss Development

Big Experience to Overcome Big Marketing Challenges

Revenue growth. It's the biggest challenge facing today's technology companies. That's why Critical3 offers a broad mix of marketing services that tackle the most common obstacles to generating revenue:

- **The Messaging Problem** – You can't grow your business if you can't clearly and consistently articulate a compelling message to your buyers. Critical3 helps you create messaging and positioning that is powerful, differentiating and concise so you can *engage* prospects.
- **The Lead Problem** – Qualified leads are the lifeblood of your sales engine. With your budget in mind, Critical3 creates and executes targeted, integrated lead generation programs that leverage today's marketing channels to drive growth.
- **The Marketing Experience Problem** – Can't afford to hire a marketing team? Or, do you simply need extra help on a project basis? Whether you augment your existing team with our expertise, or outsource your entire marketing program to us, Critical3 gets the job done.

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Power of



Learn more about our proven messaging process—we'll help you create a message that engages, differentiates and turns prospects into revenue.

Real value gets people talking...

“We turned to Critical3 to help us in our transition from startup to high-growth. We were impressed by how quickly Critical3 got up-to-speed on really understanding our business, and they've made a huge contribution to the 400% increase we've experienced in our customer base over the past four years.”

 **Chris Bledsoe**
CEO, Banker's Dashboard

“With Critical3, we get the best of both worlds. They can sit at the executive table as our CMO for strategic planning while also executing our tactical marketing. They don't act or operate like an agency – they do what we need, when we need it.”

 **Jon Winsett**
Managing Partner, NPI Financial

“Critical3 Marketing has helped take WebEquity from a relatively unknown to a real player that is making significant noise in the industry...Critical3's contribution has helped us produce record customer growth.”

 **Doug McGregor**
CEO, WebEquity Solutions


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