



Service sheet

bNurture Communication

bNurture Communication offers IT organizations **marketing consulting, coaching and graphic design services**. We help you develop B2B lead generation and lead nurturing programs so you can cultivate and guide relationships with prospects until they become sales-ready. bNurture Communication acts as a fertilizer for business growth, solving the challenges of low-quality leads, sales opportunity leakage, and an unpredictable sales pipeline.

If you have a long sales cycle and sell expensive products and services, you have very specific marketing needs. You need to position yourself as a “trusted advisor” in order to differentiate yourself from competitors, narrow high-potential target prospects, and increase the conversion of leads to sales. bNurture Communication can help you do this with the following services:

Marketing consulting

bNurture Communication consulting services bring you the insight you need to drive new or incremental revenue. We do this by stimulating new thinking, uncovering overlooked opportunities and optimizing actual resources. bNurture Communication helps you:

- Define SMART marketing objectives based on identified target market and revenue goals
- Articulate a compelling value proposition
- Develop a fully integrated marketing approach that truly improves the alignment between marketing and sales
- Create actionable multi-channel and multi-touch marketing campaigns that incorporate best practices in IT marketing
- Track and measure results for continuous improvement

Consulting fees are determined on a project basis, which is the fairest approach for you and the consultant as it requires working toward specific objectives with clearly-established outcomes and timing, while evaluating the end value you can expect.

Marketing coaching

As a natural extension of our marketing consulting services, we offer coaching services to ensure that the implementation of the recommended action plan remains on schedule and on budget.

Coaching services are also ideal if you are seeking the services of a seasoned marketing specialist on a part time basis. In this case, the coach provides regular feedback on marketing materials and scheduled marketing activities through on-site or one-on-one phone meetings.

Coaching fees are determined on a per diem or retainer basis.

Content development, Creative & Design services

Lead generation and lead nurturing strategies require the development of custom designed marketing materials that align with the different stages of your prospects' sales cycle. bNurture Communication acts as a one-stop shop, where you benefit from the synergy between our strategic marketing and design services for maximum message effectiveness.

- HTML email campaigns
- Direct mail campaigns (letters, postcards, 3D mailer, etc.)
- Collateral (company brochures, product/service sheets, etc.)
- Success stories
- Whitepapers
- eNewsletters
- Event invitations and event signage, including trade show booths

Management team

Géraldine Roy, senior partner and co-founder of bNurture Communication, brings you extensive B2B and nurture marketing experience in the software industry. Géraldine has held various national marketing roles at Microsoft Canada where she successfully helped reselling partners launch lead generation and lead nurturing initiatives to promote ERP and CRM solutions.

Jan Machalek, senior partner and co-founder of bNurture Communication has been developing advertising for numerous national and international clients for well over a decade, for both B2B and B2C audiences.

To learn more about lead generation and lead nurturing, contact us to schedule a meeting.

It would be our pleasure to answer your questions.

You can subscribe to our quarterly eNewsletter on our website, or send your request to info@bnurture.com.

The eNewsletter contains articles, marketing tips, book recommendations, and inspirational quotes.



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