

## Leveraging technology to make marketing more creative

consider content. not a very sexy or glamorous word. but in many ways, content is the never-ending mandate of marketing these days. advertising content. business content. user-generated content. rich content.

how do you create it? manage it? deliver it? receive it? and, most importantly, how do you transform it into relevant, engaging interactions with your audience that result in transactions?

### that's your opportunity and where we can help.

We have a considerable background in web and user-experience technologies. But we're also marketing and creative professionals. This convergence of technology leadership with marketing savvy means we can take something like content and create conversations and experiences with it to build online communities around it. Or use it as the basis for digital viral campaigns and unique interactive experiences.. This convergence leverages technology to enhance the creative vision of user experience on the web to drive action.

SEO, SEM, blogs, podcasts, online campaigns, video, social networking, emails and more. You name it, we're doing it. Both the strategic and creative plan for it and the technology that will enable it.

SolutionSet creates fully integrated advertising and marketing programs that make sense for you. Our purpose is to provide the strategic support and creative materials you need to plan and leverage the delivery systems, media vehicles, and technologies flying your way.

### marketing innovation

The choices out there are many and multi-channel. Staying linked to the latest technologies and digital tools is a key value and helps us keep our clients innovative and up-to-date in their marketing approach.

- Understanding the latest in online and offline marketing trends
- Creative media and marketing strategies aligned to time, budget and business objectives
- Ongoing technical innovation through research and development
- New thinking on how to engage and interact with your audience
- Fully integrated offline and online marketing program experience and understanding
- Pushing the boundaries while maintaining practicality

The school - in particular our senior leaders who have watched many agencies come and go over the years - has the highest praise for SolutionSet as individuals and the experience of working with SolutionSet as an agency. SolutionSet is the only agency that has ever truly 'heard' us.

(Elizabeth Hogan, Assistant Dean, Marketing at Duke University's Fuqua School of Business)

One of our key value propositions is our ability to help you market from the web outward to generate leads, drive sales and build brand all at the same time.

#### A FEW OF OUR CLIENTS



for more info about SolutionSet's digital marketing solutions, contact:

Mike Lee  
415.777.3800 x7240  
mike.lee@solutionset.com

SolutionSet  
275 Alma Street  
Palo Alto, CA 94301  
P 650.328.3900  
F 650.328.3901

[www.solutionset.com](http://www.solutionset.com)  
<http://blog.solutionset.com>

## planning and execution

Our strategic services combine your business objectives, market and audience research, and brand positioning with creative thinking to deliver the right plan to meet your marketing goals. Through our collaborative process, we'll develop recommendations around media buying, marketing strategy, creative strategy, appropriate technology solutions, and metric and measurement approaches. Once the strategy is set, our team of planners, managers, and creatives will guide you through the multifaceted process of tactical planning and execution of your campaign or program.

- Multi-variate testing
- Regular media reports
- Landing page activity
- Mid-stream campaign optimizations
- Data analytics
- Post campaign analysis and recommendations

## metrics and measurement

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Advertising

Branded Content

Paid Search

Ad Placements

Blog Strategy

Communities

Video

Interactive Demos

Social Networking

Sales Collateral

Podcasts

Email Marketing

Organic Search

Event

Viral/Buzz

Affiliate Programs

RSS

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