

Isolite Marketing Website

International

Theme: product marketing, sales and distribution
Full Service Product Marketing Firm

Overview

- Optimized Website - 5 pages
- Mobile Friendly
- Minimal Design
- Organic Lines and Circles
- Content Friendly (SEO Optimization)

Optimized Site

- Lead Generating Landing page type website
- Each page, each section has a call to action
- Blog is paramount
- Contact page should allow the client to submit paperwork regarding their product, and typical contact information, call for a consultation, Learn more, call for an appointment
- Services includes Marketing, Sales, Distribution (3) in depth content for the service provided in those categories.
- Marketing Sales and Distribution should be featured on the one page design. Bullet points - learn more button direct them to the individual page.
- The site must be driven by content, industry news & updates, calendar of yearly events

Distribution

- Establish distribution in United States
- On-self/Off Self marketing and management
- Financing Assistance - Factoring Financing Available

Marketing

- On/Off shelf marketing, creating a demand
- Marketing page will show video marketing as a prominent feature (LemonLight Media partnership). Other services would include branding, online marketing, social media management and marketing, SEM, PR etc.
- Case studies for a product/market I've developed.

Sales

- Trade shows assistance and promotions
- Accompany on Sales trips
- Sales strategy development and planning
- Target market analysis
- Strategic sales team building

News

- This page will include industry news and updates
- Trade shows calendar for industries of specializations

Example Site

- Brandhorse.com - for its lead generating, call to action quality, simple layout, informative
- theproductmarketingcompany.co.uk
- <http://kousainternational.com/>

E-book Landing Page

- DIY Marketing for Start Ups -
- 50 pages -
- Free Download in exchange for business information.
- Lead to Mobile Marketing Platform