

Frost & Sullivan's Executive eBulletin

From the people who bring you best-in-class Integrated Marketing Solutions.



With the Power of Integration, the Opportunities are Endless and the Returns are Abundant!

The key to building any successful project is starting with a clean, clear cut blueprint, designed with your specific goals in mind. The eBulletin represents the glue that binds multiple marketing vehicles together to become one Integrated Marketing Campaign.

A Frost & Sullivan Integrated Marketing Campaign is a blueprint tailored to your unique strategic initiatives. It weaves together your messaging and target audience by leveraging up to six distinct event marketing channels to build one single, unified program. This integrated marketing approach establishes your thought leadership in the market, and turns prospects into customers and customers into buyers.

In the short term, you'll appreciate full pipelines and shortened sales cycles. Long term, you'll love the recognition your brand has earned and the positioning of your company as a market leader in the eyes and minds of your most sought after prospects and customers.

Our Methodology

Leveraging our global reputation as a respected Growth Partnership company, Frost & Sullivan is uniquely qualified to attain the voice of your customers and create custom multidimensional integrated marketing solutions that identify, educate and deliver highly-qualified leads, and increase sales and marketing effectiveness to deliver continuous returns.



The ROI will be unlike anything you have experienced.

Visit: www.frost.com/imc for more details