

We Know Industrial Automation

Bring the Industrial Automation Market Into Focus with TECH B2B

The best marketing agencies have their strengths: print advertising, public relations, or new media. And sometimes, they're good at them all.

But very few can offer deep B2B expertise in all these channels **PLUS** an **IN-DEPTH knowledge** of your industrial automation market.

TECH B2B Marketing (TECH B2B) knows the industrial automation market inside out because we've covered it as journalists and artists, and sold it as corporate marketing specialists. Look at our client lists and you'll see: Winners go with TECH B2B.

Don't waste time and money trying to explain to your marketing agency that ladder logic isn't the next-generation foot stool.

Let's get to work. Contact TECH B2B to learn more about how we can help increase your bottom line.

TECH B2B Knows Industrial Automation

SERVICES

- ✓ Custom Publishing
- ✓ Advertising
- ✓ Internet, e-Marketing
- ✓ Public Relations

CLIENTS INCLUDE

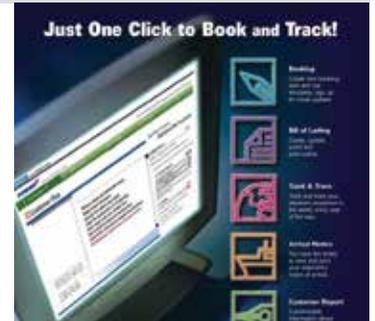
- Automated Imaging Association
- Robotic Industry Association
- Motion Control Association
- Siemens Building & Automation
- Cognex
- Coreco
- Imperx
- ISRA Vision
- LMI
- Solvision
- And many more



214 TALLWOOD ROAD | JACKSONVILLE BEACH, FL 32250

OFFICE 904-246-8958 | CELL 904-228-1500

EMAIL WINN@TECHB2B.COM



CUSTOM PUBLISHING: **Take Your Message Straight to the Customer**

Whether it's an 8-page insert in the leading trade publication, a 40-page quarterly magazine to your customer base, or industry news wrapped around your product offerings in an electronic newsletter, more and more companies are taking direct command of their customer outreach through custom publishing. Custom publishing — a mixture of publishing, public relations, advertising, and public service — gives you the ultimate control over your corporate message. Let TECH B2B help you to build customer loyalty and expand market share by developing information that helps your customers do their jobs, while showcasing your products, solutions, and services in a 'soft sell' approach that gets results.

ADVERTISING: **A Pillar of Marketing Strategy**

"Without advertising, a terrible thing happens — nothing." They were right and wrong, in our opinion. Buying ad space in trade publications, online, and newsletters is an effective

branding tool and a good way to help to promote special events and new products. But advertising is really about sales. The number of industry websites and newsletters joining traditional print publications means you need to consider your options carefully and make decisions based on hard facts, not sales pitches. Stop following the crowd and put metrics behind your advertising to make sure you get the return-on-investment (ROI) you deserve.

INTERNET MARKETING: **Microsites, 1-to-1 Portals, e-Newsletters**

The Internet hasn't changed the way we do business, but it has added to the number of channels a company has to manage to reach its customers. Companies have to decide how much of their marketing budget to put on the Web, and whether that money is best spent on expanding the corporate website or through third-party digital media. Since 1996, TECH B2B employees have held key positions with some of the world's largest technical online communities, including VerticalNet,

PennWell, IEEE GlobalSpec, and CMP. Give us a call and we'll tell you how TECH B2B helped a famous "Carly" to develop a 1-to-1 portal program and land a \$350 million contract for a major PC maker, how a microsite changed the industrial automation market, and how companies around the world use electronic newsletters to increase their market share and build customer loyalty.

PUBLIC RELATIONS: **Marketing Through the Media**

There's an old saying that with advertising you pay, and with public relations you pray. TECH B2B has a different take, one based on proven methods that work. The truth is: media professionals have never been asked to do so much with so little. They NEED your content. Let TECH B2B's experts show you where the needs of the media intersect with your customers for a win-win on both sides. From managing media lists and media relations, to developing press releases, feature stories, and online content, TECH B2B can handle all your publicity needs.