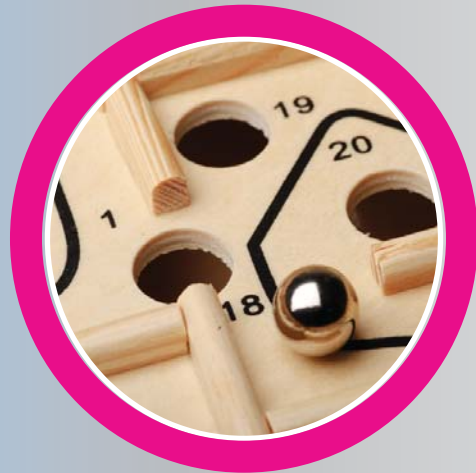


Are You:



- Losing bids to less-qualified competitors?
- Missing out on new leads and opportunities?
- Confused about whether to pursue an RFP?
- Frustrated by disjointed messaging in the materials you have to present?
- Unable to convert leads to prospects and then clients?
- Overwhelmed by the effort of completing proposals?
- Hampered by a lack of processes to plan and track business development and delivery?



Consulting Services

- Management Consulting
- Staff Augmentation
- Outsourced Project Support
- Reviews & Assessments
- Workshops & Training
- Process Tools & Templates

About Us

Increased sales and satisfied customers happen at the intersection of great marketing, remarkable products, superior relationship management, and operational excellence.

INKtopia offers business development consulting services to help companies increase sales, develop brand awareness, and operate more effectively. We work with organizations of all sizes in roles ranging from strategy consulting to outsourced content development.

Collectively, INKtopia Consulting has over 50 years of corporate communications, business development, turnaround management, publishing and marketing experience. Our consultants have the real-world experience, education and capabilities to help solve the toughest of business challenges.

We invite you to learn more about our organization, review the TechWhirl online properties (focusing on the content technology industry), and attend an upcoming free webinar. Then, get in touch to learn more about how we can help your company reach its potential.

Contact Info

Al Martine, Partner | almartine@inktopia.net

Connie Giordano, Partner | connie@inktopia.net

INKtopia

Publishing Content & Consulting



Where Opportunity & Excellence Meet

Business development,
marketing & sales planning,
and organizational design services
for business success



304.404.4120
INKtopiaConsulting.com

Marketing Strategy

A successful marketing program is more than a webinar and hundreds of tweets. Brand building and helping future customers navigate the buyer journey requires a combination of awareness and decision-making messages that first make a potential customer aware and then want to choose your company.

Our Services Include:

- Marketing / PR Strategy and Planning
- Target Market Segmentation and Analysis
- Product / Service Development
- Campaign Planning
- Content Marketing Development
- Media Planning

We're the publishers of TechWhirl.com, the largest and best online resource for professionals in the content industry. We know high-quality, compelling content is critical to your business, and we now offer a wide range of content development services to meet your needs.



Sales / Biz Development

The daily flow of project delivery leaves little time to focus on business development and sales. Let us help develop your sales pipeline and proposals so you can spend more time delivering and less time "selling."

INKtopia Consulting Offers:

- Proposal Management and Development
- Proposal Writing and Editing
- Proposal Reviews
- Proposal Development Training and Workshops
- Proposal-specific Subject Matter Expertise
- Pipeline Development and Sales Funnel Management

Proposal Services

Developing a proposal that lands the contract is as much an art as it is a science. The consultants at INKtopia have hundreds of (winning) proposals under their belt and can provide expert advice on your proposals and presentations.

Call on our years of experience in proposal writing and management when you need an extra set of eyes, a little guidance or additional capacity to respond to that all-important RFP. We can provide advice or manage the entire effort, using proven approaches and industry best practices that get results.



Organizational Design

Companies see success when they align their people, processes and technology to create remarkable products and services, operate efficiently and quickly, and advance against their competitors. Such top-performing companies create outstanding customer experiences, capture market share and increase profitability.

Talented people, effective processes and the right technology can ensure long-term success.

Let INKtopia Consulting assist you in developing an outstanding company culture that helps you win new customers, keep good employees and become more profitable.

