

WINZO GROUP

Winzo Group develops and implements strategic business and product marketing plans, compelling communications materials, and cost-effective customer outreach programs. Founded in August of 2000, Winzo Group has provided marketing strategy and support for clients in financial services, e-commerce/retail, consumer products, biotech, IT, and telecommunications. Our team represents the best of small business culture: energy, creativity and speed of execution; balanced with a rich understanding of sustainable business practices.

Whether we are building new sales channels or developing collateral material, Winzo Group finds success by first making sure your communications are on target - that your potential customers recognize the need your product fills and understand your unique capacity to fill that need. We begin by immersing ourselves in your market. Our team of specialists - including copywriters, design experts and media relations - make certain your outreach efforts have maximum impact.

Winzo Group works quickly and efficiently to help you determine: who your best customers are; how to reach them; and what to say. We deliver results in the form of accelerated sales and increased exposure - not in endless meetings and status reports. We interface with all levels of our clients' organizations, helping start-ups and established firms alike launch or reposition their business, products or services. With Winzo Group you are assured speed and efficiency in managing projects to achieve quantifiable results.

SERVICES AND PROGRAMS

- Business Plan and Market Evaluation
- Competitive Positioning & Analysis
- Partner, Alliance & Channel Development
- Market & Customer Segmentation
- Collateral Development
- Promotions
- Public Relations
- StrateJam™- Small Business Strategy Session

BENEFITS

- Well-defined market positioning and competitive differentiation
- Improved understanding of current and potential customer needs
- Higher company profile and brand awareness
- Accelerated, cost-effective customer acquisition
- Improved channel and partner performance
- Better customer relations

PAST AND PRESENT CLIENTS

- 911Notify, LLC
- Actuate Corp.
- Amara Group, Inc.
- Borland Software Corp.
- CenterRun, Inc. (acquired by Sun)
- Deltagen, Inc.
- Direct Commerce, Inc.
- eBoomerang, Inc. (acquired by TAKE Supply Chain.)
- Gatelinx Corporation
- Haggin Marketing
- JetQue, Inc.
- Monarch Bay Associates
- Network Commerce
- Sunglass Hut, Inc.
- Tanganyika Film & Safari Outfitters
- Workspeed, Inc.