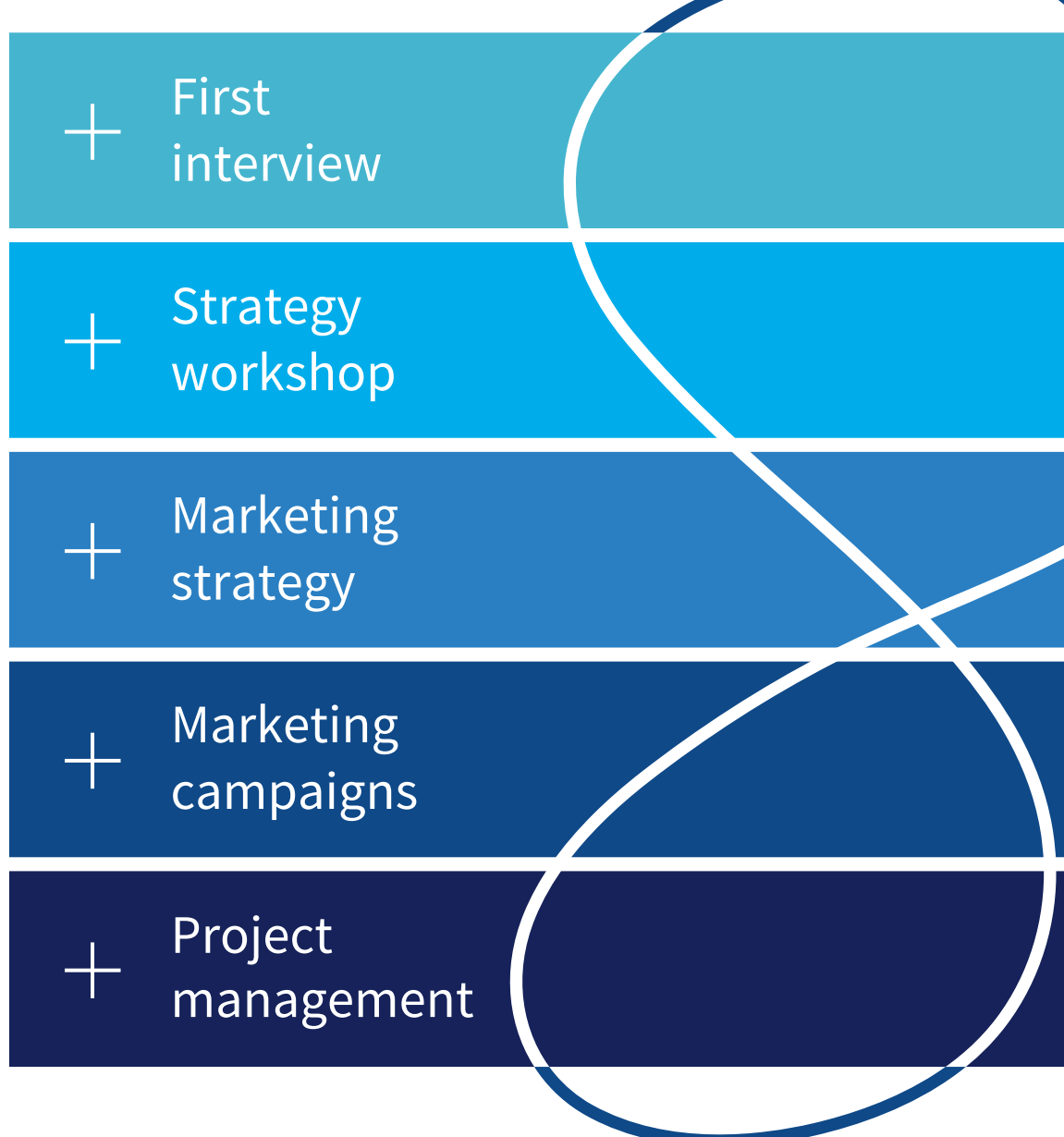


The B2B marketing partner for tech companies that appreciate top-notch, well connected strategies & campaigns.

[Arrange your first interview now](#)

We will let you shine



Discover the full potential, secure your success and seize all growth opportunities – with the right marketing strategy and integrated campaigns with perfectly connected campaign elements!

We'll track down potentials together, connect all the dots to establish a strategy for you and your team, and create tailor-made campaigns for the buyer's journey and for the enrichment of your sales and marketing funnel.

Joining the forces of marketing and sales at all levels is an important key to growth and success!

With our lean structure, we are extremely agile and react immediately to short-term requirements of the fast-paced IT industry.

Leverage the strategic insights of our passionate team of experts and achieve sustainable growth!

[Explore potentials – get in touch](#)

Your marketing journey to growth and success

GETTING TO KNOW EACH OTHER

We are looking forward to meeting you and your team, and to learn more about your marketing setup and your challenges.

In our first conversation, we want to find out how we can enrich your marketing growth and extend it further in a sustainable way.



[Start your marketing journey](#)

STRATEGY WORKSHOP



Our journey starts with a deep understanding of your current status, business goals, global and regional marketing objectives and current challenges.

With your permission, we take a look at your existing marketing strategy, marketing plans and campaigns to identify strengths, weak spots, opportunities and threats.

[Start your marketing journey](#)

MARKETING STRATEGY

We summarize the results of the strategy workshop in our roadmap which helps us to prioritize the next steps and quick wins, and serves as a framework for our further collaboration.

Based on our strategy workshop and within the agreed framework, we'll deliver marketing campaigns to you and your team.



[Start your marketing journey](#)

SALES & MARKETING FUNNEL

Your marketing pipeline needs a real push?

At this point, we need you to take a leap of faith. Why? Because insights and transparency are extremely important for finding any hidden treasures and leveraging the full potential. We appreciate your trust and welcome your openness, because many questions need to be answered, for example: Are you generating enough leads to reach your goals?



[Start your marketing journey](#)

MARKETING CAMPAIGNS



We capture your market context and status quo and combine new insights on segments, target groups, verticals and/or the partner ecosystem. Based on this, we develop targeted, integrated marketing campaigns that are connected to your goals and your strategy.

On request, we can focus on defined sub-aspects of the overall strategy and marketing plan.

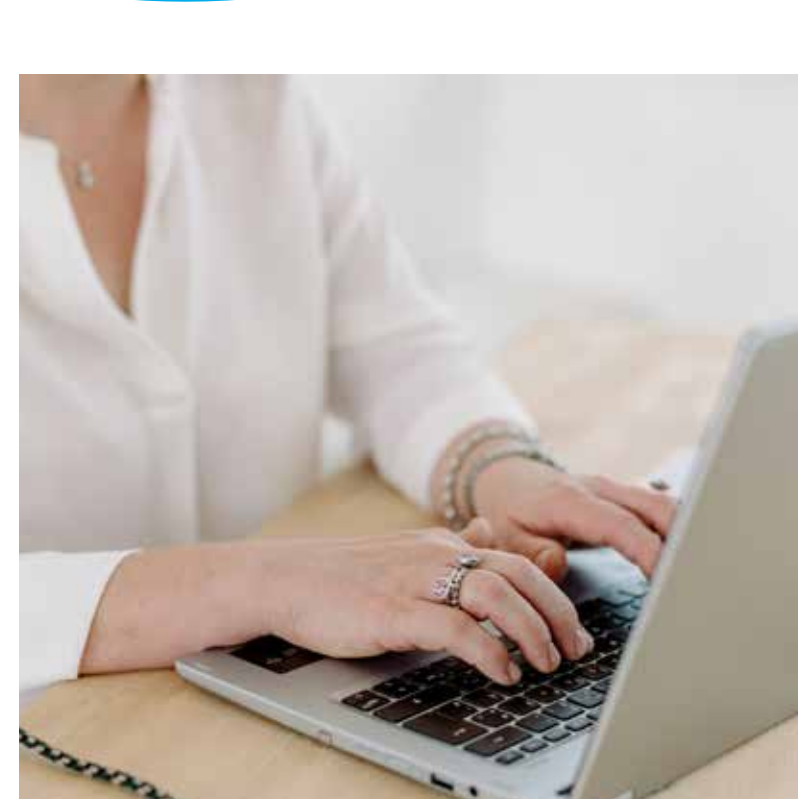
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PROJECT MANAGEMENT

Taking support & service to the next level

- ★ With our team, partner agencies & experts
- ★ or together with your preferred full-service agency

Within a predefined timeframe and with close success monitoring.



[Start your marketing journey](#)

CELEBRATE SUCCESS



In today's fast-paced world and specifically in the agile IT industry, we should never forget to celebrate success. So take a moment to celebrate, enjoy and reflect what you have achieved – preferably with us!

Reflection gives us a great opportunity to optimize, to enrich and to be even better next time.

Every day and every moment we have the chance to choose. Today is my best day!

*Book by Arthur Lassen

[Start your marketing journey](#)

OUR CUSTOMER'S VOICE

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My journey with Blue Star Marketing: Since my responsibilities and tasks exceeded my available time frame in 2019 already, and still do today due to increasing travel activities, I was looking for a solution to bring our channel marketing on a sustainable path of growth while profiting from a learning curve.

With Silke, I have found someone who, with her wealth of ideas, enthusiasm and extremely quick wits and skills, takes projects off my hands in their entirety. No matter if she takes over the lead on a certain job or if she designs and implements a concept: The work is always characterized by profound, up-to-date marketing know-how in our market environment. This makes me feel very well and individually advised, and I am easily convinced to explore new ways. The results are impressive and of exceptional quality. With Silke, I was able to take the results of my tasks to a new level and to grow. Simply put: fast, structured, reliable, enthusiastic and inspiring – this is what makes the collaboration with Silke fun!

Claudia Loche, Senior Marketing Manager Germany Channel & Distribution, Trend Micro GmbH

[More about our customers](#)

