



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

Talk to us today!

We'll let you shine



Within market context or customer segments, partner ecosystems and verticals such as Manufacturing and Public, we'll be happy to talk to you about marketing strategies and campaigns as well as about the threat landscape or network infrastructures. Whether it's cloud, SaaS, IoT, IT monitoring or cybersecurity, we know the environment.

We are analytical, fast and intuitive at the same time. And we like to get to the heart of things. We are full of joy and enthusiasm and offer you and your team more than 20 years of B2B marketing expertise in all field marketing disciplines, including channel and alliance marketing in the IT sector.

We are Blue Star Marketing

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We bring a deep understanding of your specific situation to the table, and draw on a wealth of experience on the manufacturer's side of the desk.

Based on our experience, we design and develop targeted, integrated B2B marketing strategies and marketing plans for you – perfectly connected and tailored to your marketing and business goals.

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*“Without enthusiasm, the best powers of our mind are dormant. There is a tinder in us that wants to spark.”**

*“Ideas, plans and strategies are not enough. They are merely the wood. It is your enthusiasm that brings the fire to life.” ***

* Derived from Johann Gottfried Herder

** Franz X. Bühler in More... from the head to the heart



Learn more about us

PARTNER WITH US ON YOUR MARKETING JOURNEY

Our success story as well as our core competencies and strengths in marketing management are confirmed by our happy customers – here is a selection.

More about our customers

