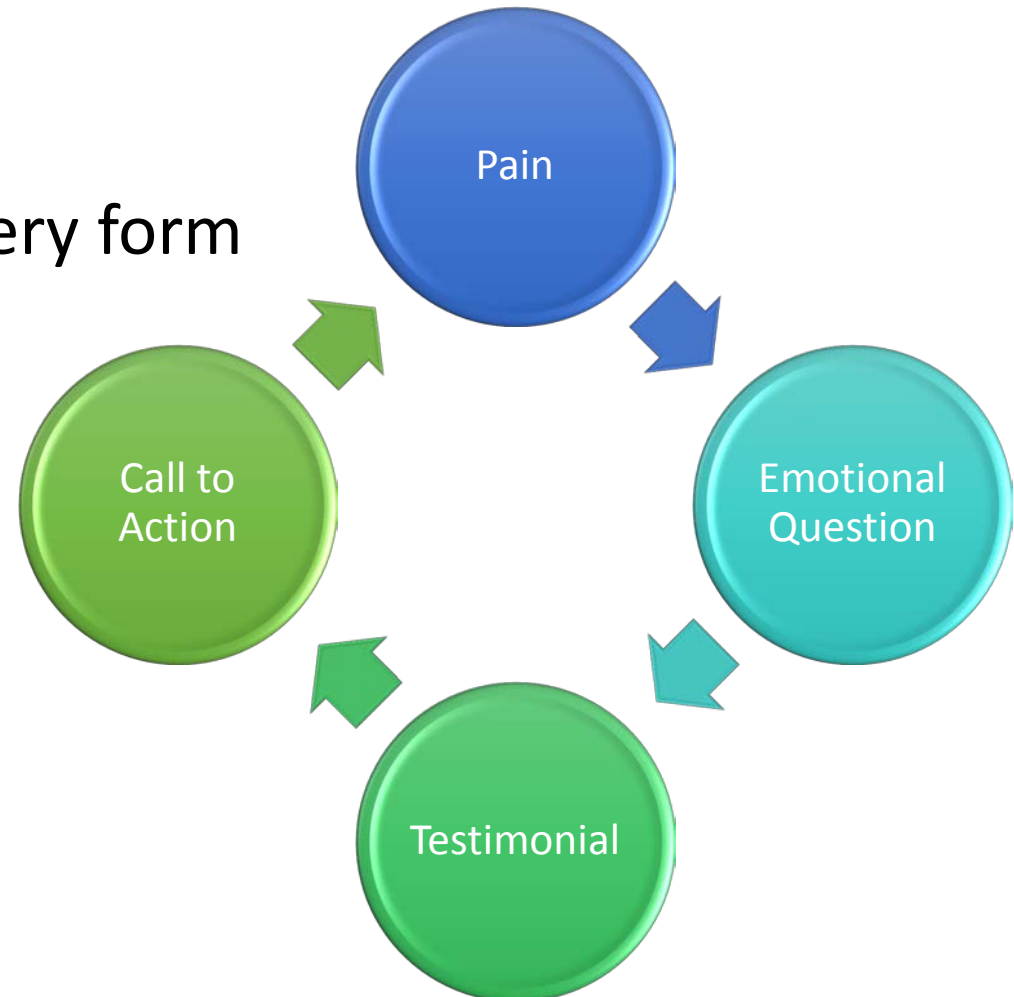


Developing Your Marketing Message

Developing Vertical-Specific Compelling Content

- Identify pain points
- Create an emotional message in query form
- Add testimonials
- Call to action



Developing Vertical-Specific Compelling Content

- Put yourself in your future client's shoes
 - What do they need?
 - What's their pain?
 - How can you help?
- May not always be Cost!



What to Leave Out of Your Content...

- Technical information
- Technical details
- Technical specifications
- Technical requirements
- Technical Mumbo Jumbo
- ANY pricing information
- “Big words” or complex language



Developing Vertical-Specific Compelling Content

Healthcare Vertical - EMR

- Identify Pain Points
 - Need to store and track patient data
 - Required to be HITECH compliant by deadline
 - Unsure how to gain access to stimulus funds
 - Use specific L.O.B. applications



Developing Vertical-Specific Compelling Content

Healthcare Vertical - EMR

- Create an emotional message in query form
 - Do you have a strategy to meet HITECH requirements?
 - How can the government stimulus benefit your practice?
 - Does your practice require expert EMR and Practice Management Software support?



Developing Vertical-Specific Compelling Content

Healthcare Vertical - EMR

- Call To Action
 - Contact us today to receive our free industry report on Healthcare IT Compliance and Stimulus Funding Opportunities!
 - Find out how much our Healthcare IT Solutions can save your organization – Visit our website today!
 - Leverage our expertise and reap the benefits for your practice. Increase your staff's efficiencies and productivity while reducing costs and mitigating risk. Contact us today to discuss the many benefits our HIPAA-compliant IT services can provide your business.



How can the government stimulus benefit your practice?

Does your practice require expert EMR and Practice Management Software support?

Find out how much our Healthcare IT Services can save your organization, and receive an independent industry report that answers your most pressing HIT questions, including how to qualify for stimulus funding to achieve compliance to upcoming regulations and avoid penalties.

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We treat you right.

Leverage our expertise and reap the benefits for your practice. Increase your staff's efficiencies and productivity while reducing costs and mitigating risk. Contact us today to discuss the many benefits our HIPAA-compliant IT services can provide your business.

Our Healthcare IT Solutions include everything: service, maintenance and support plus:

- ✓ HIPAA-compliant procedures and accountability
- ✓ EMR and Practice Management Software consulting and support
- ✓ Medical Billing Software consulting and support
- ✓ Proactive desktop, server and network management
- ✓ Branch office connectivity support

Contact us today to receive our free industry report on Healthcare IT Compliance and Stimulus Funding Opportunities!

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Developing Vertical-Specific Compelling Content

Legal Vertical

- Identify Pain Points
 - Heavily Dependent upon email
 - Require remote access to files and emails when traveling/court appearances
 - Specific LOB Applications (Timeslips, Westlaw, etc...)
 - Often work late and on weekends



Developing Vertical-Specific Compelling Content

Legal Vertical

- Create an emotional message in query form
 - Frustrating email problems got you down?
 - Having trouble getting to critical files when you're at home or in court?
 - Tired of waiting on the line for Timeslips Technical Support?



Developing Vertical-Specific Compelling Content

Legal Vertical

- Call To Action
 - “Call us now to find out how we help our legal clients reduce email downtime, provide secure remote access to critical data when out of the office, and quickly handle Timeslips and Westlaw Technical support issues.”

Developing Vertical-Specific Compelling Content

Backup and Disaster Recovery Campaign

- Identify Pain Points
 - Lack of data backup
 - Unsure if existing backup is effective
 - Loss of data will significantly hurt the business
 - Risk of fire, natural disaster, accidental data deletion/corruption or sabotage



Developing Vertical-Specific Compelling Content

Backup and Disaster Recovery Campaign

- Create an emotional message in query form
 - Did you know that the disaster survival rate for companies without a business continuity plan is less than 10%?
 - Companies lose an average of \$84,000 for every hour of downtime after a disaster
 - Over 69% of all security incidents resulting in data loss are inside jobs
 - Over 70% of backup tape restores fail



Developing Vertical-Specific Compelling Content

Backup and Disaster Recovery Campaign

- Call To Action
 - “Call us now to find out how we develop highly reliable and cost-effective backup and business continuity plans that could make the difference between your business surviving or failing during adversity”.

CAN YOUR BUSINESS SURVIVE A DISASTER?

OVER 69% OF ALL SECURITY INCIDENTS RESULTING IN DATA LOSS ARE INSIDE JOBS

Your Logo
Here

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DID YOU KNOW...

A RECENT SURVEY SUGGESTS THAT 20% OF ALL COMPANIES WILL SUFFER FIRE, THEFT, FLOOD OR STORM DAMAGE, POWER FAILURES, SABOTAGE OR HARDWARE FAILURE OR SOFTWARE/DATA CORRUPTION. OF THOSE WITHOUT A BUSINESS CONTINUITY PLAN:

- 43% NEVER RE-OPEN
- 80% FAIL WITHIN 13 MONTHS
- 53% NEVER FULLY RECOUP THEIR LOSSES

CALL TODAY TO LEARN MORE!

(123) 456-7890



Developing Vertical-Specific Compelling Content

Voice over IP Campaign

- Identify Pain Points
 - High operating costs
 - Unable to connect remote employees to main office phone system
 - Business activity stops if phones go out
 - Outdated Hardware
 - Dealing with the phone company



Developing Vertical-Specific Compelling Content

Voice over IP Campaign

- Create an emotional message in query form
 - Why not have a phone system that drives revenue?
 - How will you communicate when your phone service goes out?
 - Getting the run around from impersonal phone companies?
 - Looking for a better way to communicate?



Developing Vertical-Specific Compelling Content

Voice over IP Campaign

- Call To Action
 - Find out how to drive revenue and increase productivity with your phone system – Contact us today!
 - Don't be caught with your phone system down, gain peace of mind with our VoIP solution today! Contact us to learn how.
 - Leverage our expertise and excellent customer service to discover a better way to communicate today! Visit our website at www.techcompany.com



Discover A Better Way

TO COMMUNICATE

We provide you with solutions that improve your business communication and introduce new features and benefits that will lower your costs and increase your employee productivity and availability.

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Why not have a phone system that drives revenue?

- Route calls to the right person, in office or out
- Screen pop-ups with caller details
- A voice-enabled automatic receptionist manages common requests and increased call volume
- Caller specifications allowing certain callers to ring you directly
- Easily add new phones and users