

# Creating content shouldn't be a **stretch**



Advanced Marketing Collateral

Content Marketing for High Tech  
Solution Providers

# Advanced Marketing Collateral

## Marketing Services

- Web Site Development
- White papers
- Case studies
- Industry/newsletter articles
- Brochures
- Data sheets
- Direct mail/e-mail
- Web content
- Press releases
- Post cards/short copy



*Big on ideas—small on experience?  
Let us help you meet your content  
marketing needs.*

## Content marketing for high tech

### Method

Sales cycles for high tech B2B can be very long, and studies show it takes an average of seven touches with a prospect before they are ready to purchase.

AMC looks at the complete sales cycle and provides the content to support both early awareness through decision to purchase.

We work with you to understand your product, industry, and market, then performs extensive research and interviews to produce compelling, educational copy.



# Advanced Marketing Collateral

## Our Company

Terri Rylander, Principle at Advanced Marketing Collateral spent over 10 years in various corporate positions, both in business and IT. Her roles ranged from web developer to Director of Business Intelligence which gives her a broad range of experience and unique insight into what issues B2B customers face and what they're looking for in terms of sales support from their vendors.

Terri quickly realized that she could produce compelling, quality content that helps vendors move prospects through the sales cycle. She also returned to her roots as a web developer. This combination of technology expertise and business knowledge is hard to find in a marketer and invaluable to vendors.

“*Terri has been great to work with. It is such a plus that she is knowledgeable about our market area because it saved a lot of time that would have been required to educate other marketing consultants.*”

## Clients

AMC has developed marketing material for a number of clients, from small business to Fortune 500 companies. We have produced a number of white papers, case studies, and brochures, along with short copy that includes direct mail, banner ads, e-mail, and postcards. See examples of our work in the portfolio on our website.



## Pricing

Prices at AMC are extremely competitive and tend to fall along the industry mid-point, based on a recent study of copywriters across the U.S. Most pricing is project-based, though custom work may be hourly. Prices include initial draft and two revisions.

# Next Steps

- 1.** Review our portfolio on the AMC website at: [www.chooseamc.com/portfolio](http://www.chooseamc.com/portfolio)
- 2.** Schedule a time to discuss your ideas or needs
- 3.** Pull together and review any existing marketing plans and content you have
- 4.** Contact us and get started on improving your customer communications

## Follow AMC

AMC has embraced the power of social networking. You can follow us at:



- [www.chooseamc.com](http://www.chooseamc.com)



- [www.twitter.com/bimarcom](http://www.twitter.com/bimarcom)



- [www.linkedin.com/terriylander](http://www.linkedin.com/terriylander)



- <http://www.facebook.com/pages/Advanced-Marketing-Collateral/91343263565>

## Contact AMC

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