

SOAR

Situation Opportunity Action Result

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Multi Media Campaigns



Situation:

After the first year launch, a new VP of Marketing was hired and gave a totally new redirect on the company's first product as well as messaging and branding. This pioneer of DSL technology had an extreme need for speed and a complete overhaul of look, feel, and messaging was required within a 4 week period.

Opportunity:

AccessLan was the first to market SDSL and their only competitor in the marketplace had a 1 year jump on us. By developing a new product strategy and executing quickly we could out position the competition at multiple CLECs.

Action:

Working literally 7 days straight, I and the entire marketing team (one other person) created new product messaging and collateral materials for AccessLan. Additionally, I created a multi-media campaign that consisted of trade print, internet advertising, the industry's first "webinar" series, direct mail and telemarketing...all on a very small budget and very short timeline.

Result:

Campaign secured 25 appointments at CLECs across the US and landed the company its first sale of \$12 million which grew to \$30 million over the life of the client relationship. Total cost of the campaign was slightly less than \$150,000.

"Al is one of the most creative marketing people I've worked with in my 25 years in the business. He was able to take a small start-up company, and with little budget, successfully launch the company brand into a leadership position. He was one of the main reasons for the marketing success of the company."

Kumar Shah, Private Investor
– Past VP at AccessLan, and CEO
Occam Networks and Kasenna



Bright Idea

- Good plans are flexible. If you see things going South, express your concerns to your key executives, and have suggestions ready with a plan.
- Make friends of your vendors. Immediate turn-arounds only happen from people who like you. Loyalty counts for long term relationships.
- Create programs that compel action from your audience. Remember "What's in it for me?" always works for your audience.

Direct Mail Campaign Posters



Data Sheets

