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Welcome to the Peak Presence Focus Letter

your focus is our focus
May 2006

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Partner Ready

Dear John,

We are Partner-Ready! Microsoft recently launched their People-Ready marketing campaign to provide "air cover" advertising and message support to Microsoft Partners. Much like the "Do more with less" campaign that came before it, People-Ready has an advertising spend greater than the gross domestic product of many small countries.

We suggest you become a business that is READY for this message. Align your efforts with the message of People-Ready!

As your Partner-Ready resource, Peak Presence offers you some ways to take advantage of Microsoft's marketing efforts. In this issue, we will talk about a bit about the World Wide Partner Conference, a great event tool offered by Microsoft, and then shamelessly offer our services to you, our target customer.

Find Velocity in Boston

see you at World Wide Partner Conference in July

It's that time of year again when Microsoft Partners from around the globe convene for a week of education, networking and merriment. [Register Here](#) if you have not already.



This is THE networking opportunity of the year. Not every partner will be able to make it, however. If you are unable to attend, we have the next best thing for you: **representation at WWPC by Peak Presence professionals.**

Loading the gun, and shooting the foot

the one big mistake many companies make

You have come up with a great idea! You can't wait to run outside (literally or figuratively) and tell the world. We hear ya! Great ideas are exciting, and it feels pretty darn good when others like your idea.



It's a well known fact (to us at least) that the number one mistake made in

We will carry your message for you to WWPC, schedule meetings with key partners and Microsoft resources, and even give you the option of being included in our snazzy demo CD to be distributed at WWPC. **Interested?** Tell us how we can help you . . . reply to this message, or click the link for more information.

[How can we help YOU at Velocity?](#)

Free event support and marketing tips

*take advantage of
MicrosoftPartnerEvents.com*

The offices of Peak Presence have been busy lately planning events for Microsoft Partners. One of the BEST tools we have found is the Microsoft Partner Events web page.



You may even qualify to have Microsoft foot the bill for telemarketing services surrounding your event (with a minimum number of registrations).

Setting up an event is really **simple** and once you have walked through the process, you will have a URL that you can refer your prospects to for registration. The site will also generate reminder emails.

Summary: you get a professional looking event invite web site that cuts down your time required to manage registrations. They also offer some limited marketing support on this site - it is our hope you might ask **Peak Presence** to assist instead.

[Visit Microsoft Partner Events](#)

We are Partner-Ready!

Peak Presence offers services you need

Time for truly shameless



marketing is lack of planning combined with using limited methods to get the word out. Our clients who take a **holistic approach** to their marketing programs are often the ones achieving the best results - faster.

We refer to this as a spider approach to marketing (call it spoke and hub if you have arachnophobia). **The best made plans in marketing are thoughtfully conceived and cover various methods of communication.** There are many ways you can get your message out in a variety of mediums. Before you load the gun to get the message out, we highly recommend some shooting lessons - ie, think about what your target is, how will your product or service benefit the target, and how will you be able to address their pain points. It is entirely possible that you will need to convince your prospect that they need your new service or product idea.

We'll help you keep from shooting your foot, unless that's REALLY what you want to do... But, check out our planning services anyway, we can apply our years of sales and marketing experience to your project, and prevent errant bullets.

[Peak Marketing - at your service](#)

Get your word out, fast

email marketing is powerful, yet inexpensive

You may have noticed, we use Constant Contact for our email newsletter. We have found this service to be the **best of breed** offering detailed click reports (yes, we can tell that you opened this message).



You can send emails like this (and many other formats) to up to 50,000 subscribers with no limit to the number of messages.

promotion! People-Ready Partners rely on Peak Presence for assistance with sales and marketing strategies helping them reach new markets, achieve new performance levels, and GROW!

Our services are specifically designed for Microsoft Partners interested in a closer alignment with Microsoft, a focused sales and marketing effort, and growing their business.

Microsoft is a customer-focused, product-centric, partner-driven company - we can put you in the driver's seat!

[We have services for most Microsoft Partners](#)

Perhaps the best news - if you order Constant Contact through us **we can manage all or part of your email campaigns.**

Email marketing is simply one aspect of our spider web marketing approach. It is one piece of the puzzle. Read more on our website: [Peak Presence Email Marketing Services](#)

[Sign up today for email marketing](#)

Not sure what do next?



Maybe you think you need some leads to grow your business, or perhaps you want the "right" relationship with Microsoft, or you need a new website.

Peak Presence assists Microsoft Partners and technology companies in developing marketing and sales plans accelerating alignment with Microsoft. This is soup to nuts marketing - without being too nutz.

We can help you, too. Let's do a need analysis. Let's figure out, together, steps to grow your business.

We'll let you know what we can do to help. If your needs are met more effectively by another company, we will recommend them to you. Reply to this message, and tell us you need some help!

[Just who are we? click here to find out.](#)

Thanks for allowing us into your mailbox once again and thank you for reading our newsletter. If you like what you have read, please use the link below to forward this to a friend.

We welcome and appreciate the opportunity to assist you with your marketing and sales plans.

Sincerely,

A handwritten signature in blue ink that reads "John B. Chan".

John R. Chasse
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