

MARKETING SOLUTIONS

GlobalVerde[™]
M E D I A





FIRM PROFILE

Global Verde Media helps clients grow their revenues, cash flow, and profits through innovative and creative marketing approaches and strategies.

Based in Redmond, WA, the company was founded in 2001 to help online and software companies grow through excellent marketing. The company was first branded as 7 Consulting and later rebranded as Global Verde Media (GVM) in 2009; with the majority of clients being focused on sustainability and renewable energy.

Our team of experts provide project management, graphic design, web development, videography, script writing, and related support to develop effective and compelling marketing communications.

Find effective marketing solutions at GlobalVerdeMedia.com



A **PROCESS** FOR SUCCESS

Global Verde Media works as a collaborative team to serve our customer and their end customers. We've developed results-oriented block and tackle systems into our 7 step process. It's also about elbow grease, truthfulness, integrity, and addressing reality.

- 1** Research and analysis and understand the market realities, build insights
- 2** Develop strategy
- 3** Create positioning
- 4** Detail out a tactical plan
- 5** Pinpoint the means of expression
- 6** Run an integrated branding, PR, online, print, and brick and mortar campaign
- 7** Leverage results and gains



Contact us at 206.234.4685 or info@GlobalVerdeMedia.com



RELEVANT CLIENT WORK

NDCPower: *A Success Story*

Management at NDCPower consulted with Global Verde Media to develop a strategy to increase their visibility nationally, internationally, and within the State of Washington. They were interested in improving the effectiveness of their communication vehicles.

GVM conducted market research and analysis on customers, chemicals byproducts, chemical pricing, and potential fuels to gain insights. Powerpoint presentations, banners, and brochures were reworked. GVM even performed event management at tradeshows both nationally and internationally. Media publishers were also contacted and related articles were written.

Communications: A Frank Lloyd Wright design illustrated the various faces of the company marketing channels to create a feeling of more sophistication and classic design. More visual space resulted in a better customer comprehension. Authenticity was maintained by encouraging a technically oriented executive team to drive out content.

Results: **1** Major relationships and direct revenue oriented discussions were made with domestic and international companies many times the size of the client. **2** News coverage by MSNBC, Hart Publishing, National Ethanol Producer Magazine. **3** High degree of recognition was achieved with law makers, utilities, education, native tribes, state and federal governments.

Washington Lawyers for Sustainability:

A Success Story

Global Verde Media consulted with Washington Lawyers for Sustainability and they proposed to increase their major event and overall membership enrollment.

Global Verde Media's market research and analysis led to a brand plan, logo development, and comprehensive web site design.

Logo Design: In mythology, a swirl has the meaning of expanding consciousness. Three swirls were tied together in a triskele, which portrays action. The graphics design corresponded to the triple bottom line of sustainability.

Results: **1** Tripled membership enrollment. **2** Doubled event enrollment. **3** Increase in revenues.

Global Verde Media Partial Client List:

Washington Lawyers for Sustainability
XETEX Environmental Innovations
Asemblon
GreenTraffic
HomeSavvi
Conversay
Vizx Labs
Classmates.com
Microsoft
Hydrovolts
DR Systems, Inc.
Parker Messana Consulting Engineers



Microsoft Corporation: *A Success Story*

Microsoft desired to launch the OEM Hardware Solutions Competency. They had failed to launch the program twice previously.

Global Verde Media Principal Bert Tsutakawa project managed the creative and editorial schedule, managed a webinar, developed online ads, managed and built playbooks, edited newsletters, redesigned three websites. Bert worked with an international community of over 400 Microsoft account representatives and managed eight sub-vendor partners.

Brand Theme: The OEM community was in an emotional rut; so a horse racing theme was developed to “self-activate” system builders. If they enrolled into a MSPP membership, they would be the rider, and Microsoft would be horse that would propel them forward. Five hard-hitting questions were derived from market research. These were displayed in a stair step design format—in order to open up the customer mindset before receiving messages. This would be adopted by all thirteen of Microsoft’s Competencies. Greater traffic was achieved by increasing the authentic perceived value for each customer visit; so we opted to put a denser array of valuable information into specific communication vehicles.

Results: **1** Created the fastest growing competency website at Microsoft. **2** Drove in 1,500 System Builder OEM’s. **3** More downloaded visits by far among all ads in the Microsoft Partner Program.