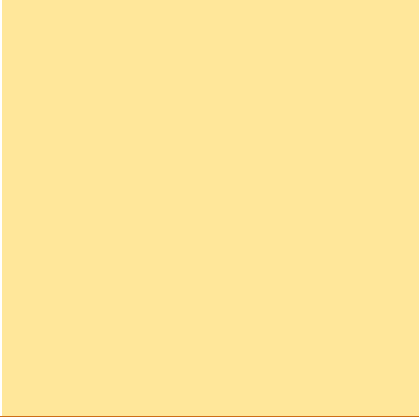
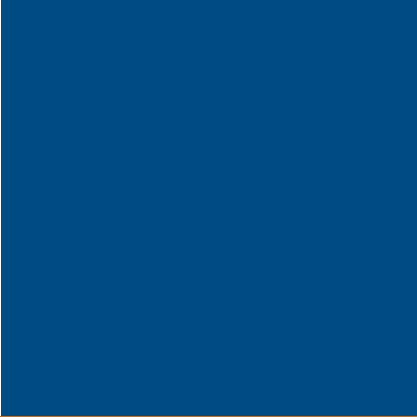
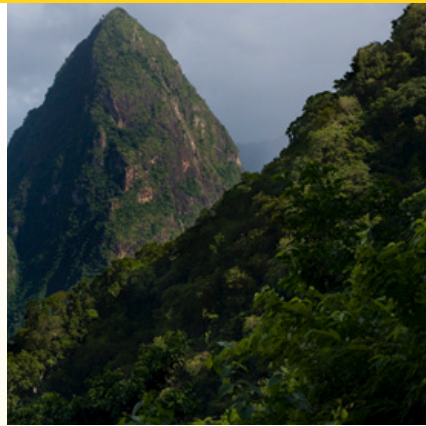
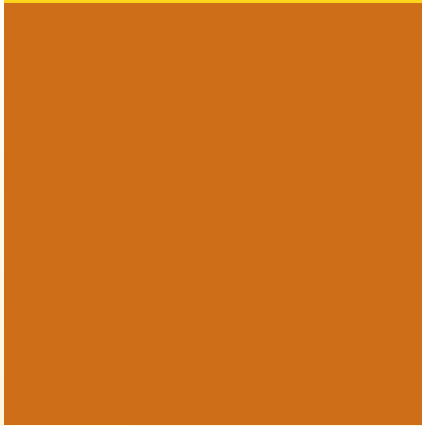




**Thought Leadership Marketing for Professional Services**





## Alterra Group

In the past decade, thought leadership marketing has become a principal focus for professional services organizations of all kinds. And for good reason. Creating a superior and unique point of view on how to solve a client's pressing business issue, and communicating that point of view in a compelling way to the appropriate audiences, is the most effective way to generate awareness of and demand for intangible services.

Alterra Group is uniquely qualified to help professional firms achieve market prominence through thought leadership:

- > We know how to help subject-matter experts refine their thinking and translate their ideas into white papers, articles, books and other publications in a way that is logical, engaging and clear.
- > We have extensive knowledge of all aspects of business research that often is at the heart of thought leadership marketing content development.
- > Our seasoned business writers are experts in creating marketing documents that are free of jargon and resonate strongly with a discerning executive audience.
- > Our marketing strategists are adept at selecting the right mix of marketing vehicles to produce the greatest return on a firm's marketing investment.
- > With years of experience writing about complex business and management topics, we can help clients develop proposals and sales support materials that clearly explain their approach and the value they will deliver.

## Alterra Group Services

Alterra Group's approach to thought leadership marketing is based on three core services: research, writing and communications.

### Research

- > Quantitative—surveys
- > Qualitative—client/executive interviews
- > Qualitative—subject matter expert interviews
- > Secondary—literature searches

### Writing

- > White papers
- > Byline articles
- > Research reports
- > Client case studies
- > Web copy
- > Business books

### Communications

- > Conference and sales decks
- > Media and analyst relations
- > Market positioning and messaging
- > Multichannel direct marketing campaigns
- > Website content and information architecture
- > Marketing plans
- > Sales/marketing support materials





## Research

Developing a compelling point of view generally involves some type of research, whether it's an industry survey, a series of qualitative interviews with business executives, or a comprehensive literature search.

Our research services cover all aspects of the content development process, from scoping research, to designing questionnaires, to fielding studies and analyzing the results. We also have developed proprietary secondary research methodologies to help clients quickly and cost-effectively assess competitors, market spaces, and potential research study topics.

## CASE STUDY

We put our research capabilities to work for EXHIBITOR magazine, the leading publication covering the trade show industry, which wanted to publish groundbreaking research on sustainable exhibiting practices. We used a hypothesis-driven approach to scope and design the research (which involved surveys of both suppliers to the trade show industry and companies that exhibit in trade shows) and conducted detailed analysis of the survey data. Working with EXHIBITOR's in-house research and marketing team, we then created an in-depth research report on the findings and disseminated the findings through news releases, magazine articles and presentations. Within hours of the announcement of the results, a dozen external organizations had alerted their constituents and provided links to EXHIBITOR's website. In addition, a presentation on the findings at a major trade show was filled to double capacity. Most importantly, the research reinforced EXHIBITOR's thought leadership status on key issues affecting the trade show community.

## Writing

Effective thought leadership marketing depends on communicating an idea in a jargon-free, informative and interesting way. Alterra Group's writers are consummate professional wordsmiths who have written and edited hundreds of bylined articles, white papers, industry research reports, and books for some of the world's largest professional services firms and best-known authors. Our ghostwritten pieces have been published in prestigious journals and newspapers—including *Harvard Business Review*, *The Wall Street Journal*, and *Financial Times*—as well as in leading trade and industry magazines.

The key to Alterra Group's effectiveness is our ability to go “beyond the words.” Unlike business writers who focus mainly on crafting solid prose, we work with a firm's subject matter experts first to build the structure of the piece, ensuring its logic is solid and its content substantive. Only after the foundation of the piece is in place do we write final copy that will engage and inform senior business executives.

## CASE STUDY

Our approach to writing and content development benefited Computer Sciences Corporation (CSC) and the University of Tennessee, which hired Alterra Group to develop and write the book *Keeping Score: Measuring the Business Value of Logistics in the Supply Chain*. As part of the book development process, we helped build on the solid research the authors had conducted to develop a strong point of view on the topic; created a detailed outline and structure for the book; and wrote the book's manuscript drawing on the research and input from the authors. The book was published by the preeminent professional association for logistics executives, the Council of Logistics Management (now known as the Council of Supply Chain Management Professionals). In less than two years, the book became one of the best-selling books in the history of the association.



## Communications

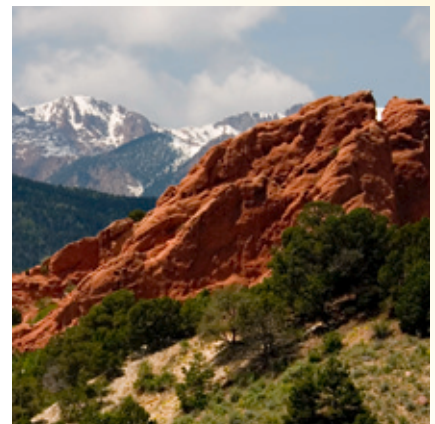
Whether a firm is looking to implement a new marketing plan, improve the execution of an existing marketing program, or more effectively communicate its market positioning, Alterra Group can help. Our team has deep experience in every aspect of marketing campaign planning and execution in a professional services setting, including:

- > Market positioning and messaging
- > Multichannel marketing campaign planning and execution
- > Media and analyst relations
- > Conference and sales presentations
- > Website copy, information architecture and design
- > Sales and marketing collateral development

An area of particular emphasis at Alterra Group is digital marketing, especially creating robust and content-rich websites that effectively demonstrate a professional firm's unique insights and the value it delivers to its clients.

## CASE STUDY

Alterra Group recently worked with Supply Chain Edge (SCE), a growing supply chain consultancy, to improve SCE's online presence to make it more consistent with the firm's expanding market focus. Working with the firm's senior partner and business development head, we turned SCE's existing site "inside-out"—replacing the site's firm-centric perspective with a client-centric one. As part of that effort, we reoriented the site to clearly communicate the problems SCE solves for clients—and developed new content in the form of white papers, case studies, and video segments that demonstrate how companies benefit from working with SCE. Our work helped transform the site into a highly engaging business development channel that helps SCE begin and expand meaningful discussions with qualified prospects. The new site, coupled with a regular email marketing campaign, has proven to be a significant aid in supporting the firm's expansion as a full-service supply chain consultancy.





## Value Delivered

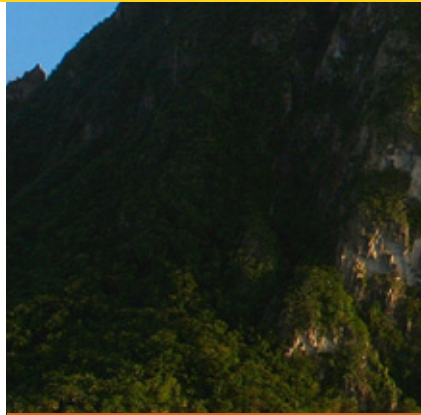
Regardless of the services used, Alterra Group's clients have benefited in substantial ways.

- > Because Alterra Group can help with much of the "heavy lifting" in point of view development, we make more efficient use of our clients' subject-matter experts' time and create stronger content for their marketing programs—thus strengthening their image and brand as a thought leader in the marketplace.
- > Research programs on which we have worked have garnered substantial attention from the media and prospects, resulting in major increases in awareness and leads generated.
- > Marketing documents we have written are clear, compelling and free of jargon, which has helped our clients have more substantive conversations with prospects about their services and value.
- > Sales proposals we have developed make it easier for prospects to determine why they should hire a particular firm over others—and, ultimately, result in a higher percentage of sales leads converted into revenue.

As competition in all segments of professional services continues to intensify and professional firms' clients become more discerning and demanding, effective thought leadership marketing has become critical to a firm's growth.

To learn more about how Alterra Group can help develop and execute thought leadership marketing programs that generate results, visit [www.alterra-group.com](http://www.alterra-group.com).

Alterra Group makes more efficient use of our clients' subject-matter experts' time and creates stronger content for marketing programs.



# Alterra Group

Thought Leadership Marketing for Professional Services

Alterra Group helps professional services organizations raise awareness of and create demand for their services among key target audiences. We do this via three principal services: developing unique points of view, articulating those points of view in a variety of publications, and building powerful marketing campaigns around the content in those publications to get points of view in the hands of current and prospective clients. We have applied our approach to thought leadership marketing in a diverse group of professional services firms, including leading global outsourcing and systems integration companies, influential trade associations, midsize consulting and strategic advisory firms, boutique consultancies, and independent consultants and authors.

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