

A New Way to Build Your Business Requiring No Investment or Risk

Solata integrated marketing and sales technology provides a powerful business development solution for your customers that creates ongoing opportunities for you.

Solata enhances the effectiveness of advertising and marketing by integrating marketing and sales activities on a single, customizable platform. Your clients get much greater long-term value from traditional marketing by building a re-usable, real-time database for ongoing target marketing and interacting with prospects and customers. Once your clients use **Solata**, their demand for your services will increase.

Solata reduces the frustration of clients questioning results, when often it is their lack of sales followup and tracking that makes the marketing agency's work look bad. **Solata** was built by a marketing agency for marketing agencies to create an entirely new way to build long-term client relationships.

There is no cost: your clients pay for the technology and your agency makes a profit. There is no risk: You and your clients **own all of the data** and results that are generated.

The Vision

Provide your clients with a fully integrated system for building and maintaining a permission-based database of prospects and customers that generates long-term opportunities for your business.

What Clients Want

Today's clients understand the value of having an up-to-date database of serious prospects, and the benefits of integrated print, e-mail, and in-person strategies to build relationships over time.

A Fully Integrated Low-Cost Solution, Easy to Customize

Solutions come in modules, customizable to your clients' needs.

- **SolataSearch.com:** a co-op search engine to optimize content and subscriptions.
- **Solata Content Manager:** to manage content and advertising.
- **OK2SEND Permission Manager:** to manage opt-ins and subscriptions.
- **Solata Target Seller:** to manage one-to-one customer relationships.
- **Solata Affinity Manager:** to manage co-op discount programs.
- **Solata Cataloger:** to manage buyer's guides, e-commerce, reader services.
- **Solata Incentive Manager:** to manage incentive and loyalty programs.
- **Solata Social Networker:** to manage personal profiles, forums, blogs.
- **Solata Survey Manager:** to conduct multi-media surveys.
- **Solata Portal:** a complete information center incorporating all of the above.

Benefits to Agencies

- Clients place a clear value on having a continually growing database of serious prospects.
- Clients with databases spend more on marketing to generate relationships and maintain them.
- Your agency is seen as part of the solution to a key marketing challenge: measuring the benefits of marketing.
- Permission-based databases create opportunities for multiple incremental sales opportunities.

Learn more about what Solata can do for your organization. Contact Jim Kilmetis by e-mail at jkilmetis@solatatech.com or telephone at 914-591-7600, ext. 229.



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Agency Case Study

Objectives

- A major promotional products distributor wants to expand its services to help clients improve sales and marketing through the use of more targeted strategies.
- It seeks technology solutions that will drive more demand for its traditional products and services.
- It wants to be seen as a more critical partner to its customers.

Background

XYZ distributor is a major supplier of promotional products and related marketing services. It has determined that its customers in sales and marketing have needs for additional marketing services related to identifying and building better relationships with prospects and customers. It works with Solata to create a complete package of services to enhance its offerings.

Solutions

XYZ distributor created customized sales sheets for each Solata product and trained its sales force on the benefits to customers including:

1. A simple tool for building and profiting from permission-based databases;
2. An easy way to run loyalty, incentive, recognition, or affinity programs;
3. A better way to manage target marketing to customers and prospects;
4. Unique ways to drive more traffic to their Web sites.

Results

XYZ distributor accomplished the following objectives:

- It raised the level of discussion with customers from tactical to strategic;
- It started selling products and services more directly related to their clients' areas of pain;
- It generated new profits from software sales, including ongoing fees;
- It generated new demand for its promotional products, incentives, and marketing services, now that more clients have databases of people with whom they need to communicate.

