



THE SUCCESS BUILDER



# WHO ARE WE?

## Facts

Agency	complete service marketing and media agency (owner run)
Expertise in	IT, Telecom and technical engineering
Founded in	2002
CEO	Tobias Buhmann
Legal form	GmbH (Ltd)
Employees	12

# ADDICTED TO SUCCESS

## Our philosophy

Whether for image or sales purposes organisations are only interested in spending money on marketing for one purpose and that is to increase turnover.

In times of shrinking marketing budgets it goes without saying that individual customer circumstances have to be scrutinized to ensure for a unique and optimal marketing concept.

Using a mass of creativity, new ideas, highest demands to quality and sales orientated thinking we are able to kindle the interest of your targeted customers and support you with your company objectives.

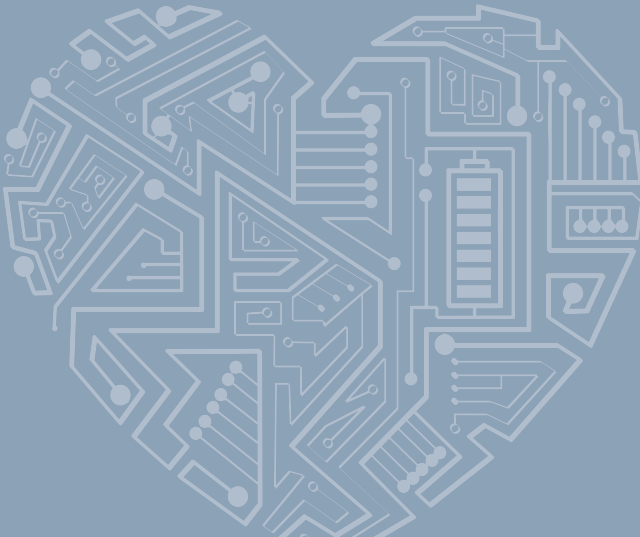
# PASSION FOR TECHNOLOGY

## Cutting edge know-how

Our clients stem mainly from the fields of IT and Telecom. There is a simple reason for this: The IT branch thinks different to other branches, working in a constantly changing world and inspite of this part of a network where everyone is familiar.

Over a number of years in charge of marketing and as a product manager of a middle-sized distributor Tobias Buhmann had the opportunity to gain specialist experience in the ITK channel. Through this he has an absolute insight into the associated problems, work procedures and the interaction of producers, distributors and specialist dealers of this field.

The agency has a network of contacts to trade publishers and editors in the technological field built up over years of cooperations and numerous years of working with various publishers. We are familiar with advertising allowance charges and with the necessary product know-how we make sure that time consuming briefings become superfluous.



# OUR EXPERTISE

## Analysis and consulting

- Market research
- Consulting

## Strategical development

- Advertisement and communication concept
- Integrated campaigns  
(Print, posters, film, radio, TV, online, Mobile)
- Dialogue marketing, one-to-one
- Trade marketing, sales support

## Creativity in use

- Design
- Online, multi-media
- Programming

## Planning and purchasing

- Media planning
- Search engine marketing
- Media purchasing

## Image information

- Public relations
- Search engine optimization
- Social Media

## Live

- Events
- Promotions

# DEFINING OBJECTIVES

## Market research

Marketing is literally company decisions directed to and affecting the market. To make sure the right decisions are made it is of critical importance to know the market in detail. If you don't know your market well enough or you need to know it better it is our job to research the market. We work in cooperation with established partner companies to gain this information.

## Consulting

Our aim is to successfully position your company or products on the market. Our driving force is self-interest as your success automatically means our success. To start off with, we closely examine your company and present you with various ways of targeting success. Our success cocktail combines sales and marketing as well as intensive interactivity between external sales, internal sales, distribution and service employees.



# CONCEPT WORK

## Advertising and communications concept, integrated campaign

The strategy is always the first step. With a great amount of creativity and entrepreneurial know-how the strategy is implemented using of course all communication possibilities. Then, only by using all available building blocks effectively can the demands of a modern and results orientated marketing concept be met.

Whether in the field of print, poster, film, TV, radio, online or mobile – buhmann marketing designs, produces, coordinates and monitors your campaign.

## Dialogue marketing, one-to-one

Beyond the mass media very successful marketing agencies have established themselves, who have increasingly built up a very personal contact to their clients, on the presumption that customer data bases (CRM) are constantly updated and used effectively.

We support you with the implementation and use of these systems and carry out the following for you:

- Conception and layout of direct mailings
- Design and develop multi-step campaigns
- Creation and execution of editorial plans
- Establishing of communities
- Bring in new media (SMS, bluetooth, e-mail newsletters)
- Telephone marketing

## Trade marketing, sales support

Marketing can be implementing time and work-consuming campaigns or better still, simply effectively supporting the whole sales department. In classic cases this can be reformulating sales guidelines, channel programming or implementing affiliate marketing. Whatever the case, our job is to support you with this.

# SHIFTING PIXELS WITH STYLE

Regardless of the media – we visualize your ideas.

## Design

- Corporate design
- Logo designs
- Company décor
- Image brochures
- Posters, newspaper, magazine adverts
- Packaging
- Trade fair booths
- Removers
- PoS design
- Merchandising

## Online, multimedia

- Websites (HTML, JavaScript, XML, DHTML, Flash)
- Barrier free web design and usability
- Banners, special advert equipment
- E-mail newsletter
- E-learning [e.g. Webinar]
- Web TV
- Product videos
- Video cast
- Pod cast
- Telephone advertising [e.g. recorded messages]
- Audio logo

## Programming

- Online databases
- Intranet applications
- Web server development
- E-commerce solutions
- Content management systems
- Online games
- Social Media adaptations
- Apps for mobile devices





# MEDIA & EVENTS

## **Media planning, search engine marketing, media purchasing**

Magazines and newspapers, posters, television, radio, e-mail, internet, mobile phones – you can reach your target groups in many ways. We support you in choosing the best advertising media, take over the necessary price negotiations and follow it through up to the final purchase. We can use our collected experience to find the optimal providers and using our batch buying power we can guarantee you best conditions.

## **Public relations, search engine optimization**

Neither the publicising of sales supporting articles nor an excellently positioned search link in a search engine costs a cent. So you need to make the most of these opportunities and use them effectively.

We can support you in using them successfully with the following:

- Press releases
- Press portfolios (e.g. online)
- Handling test samples
- Clipping service
- Press conferences, seminars and workshops
- Checking websites
- Optimizing websites

## **Events, promotions**

There is no better way to produce an emotional product/company association than using a successful event or a customer close promotion. As something experienced live awakens emotions in your company target groups which leave a positive and lasting impression.

We know what we are talking about as buhmann marketing in cooperation with “XING Community München” has been involved in events since 2007.

buhmann marketing gmbh  
Industriestraße 15  
82110 Germering (near Munich)  
Germany

Phone +49 (0) 89 - 55 05 29-0

Fax +49 (0) 89 - 55 05 29-29

E-mail [info@buhmann-marketing.de](mailto:info@buhmann-marketing.de)

Web [www.buhmann-marketing.de](http://www.buhmann-marketing.de)