



JPE Inc. Consulting

**VIRTUAL MARKETING
ON-DEMAND
(VMOD)**

Virtual **IT** Marketing

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Virtual Marketing On-Demand (VMOD): Your Virtual Marketing Department

From
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Marketing (**mahr' • kə • ting**) noun. Origin: 1100–1150 A.D.; *Latin mercātus for trading, traffic, market*

1. (*traditional*) the total amalgam of activities involved in causing the transfer of goods and/or services from the producer or seller to a consumer or buyer.
2. (*sales department perspective*) a minimal or nonexistent activity allegedly intended to increase sales opportunity, but more often than not has the entirely opposite effect (cf. sales-prevention).
3. (*marketing department*) a grossly understaffed and underfunded activity intended to produce miracles from nothing, (cf. sorcery and delusion).
4. (*Investors and/or Board of Directors*) a hype-filled misrepresentation within a business plan with no basis in productivity or reality in general.
5. (*small business or consultant*) a mythical organizational improvement topic used for attracting gullible seminar attendees desperate to grow their small businesses or consulting practices.
6. (*president and CEO*) an inexhaustible money pit of disappointment and despair.

Are any of those definitions above disturbingly or painfully familiar?

Consider: What if you could outsource some, most, or even all of your marketing department needs on a purely “On-Demand” basis, performed by premier industry experts, and best of all, only paying for as much as you need, paying only when you need it, and not paying a penny more?

What if the answer isn't to find more marketing dollars to spend, but rather to find a way to spend the money you already have in a different way?

Imagine an entire Marketing Department of top-talent resources available to you as a complete turnkey, outsourced 3rd party service. Everything: Vision Definition, Branding, Messaging, Themes, Collaterals, Presentations, Promotional Campaigns, PR, Website design and maintenance (from a content perspective), Competitive Analysis, Lead Generation Campaigns, Trade Events, you name it, the works.

Virtual Marketing On-Demand: That's what we do at JPE Inc. Consulting. Free Initial consultations. If you've been struggling with wondering how to get to the next level with limited financial resources in this fierce economic climate, knowing you have to find a way to increase your client base, gain more exposure, and simply win more deals, it won't cost you anything to find out what a Virtual Marketing Department can really do for you.

"In my mind, JPE is more than a trusted advisor, they really are an idea factory—good ideas. Unlike a lot of consultants, they don't just soak up info and regurgitate it back at us, telling us what we already know. They sincerely come to clearly understand the destination of where we need to go, and then show us the path we couldn't see to reach it."

**President & CEO
E-Commerce Co.**

**Contact JPE Inc.
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Or call 239.247.3213
to schedule your free
consultation.