

COMPANY OVERVIEW

HOW ACCELENT HELPS YOU GROW YOUR BUSINESS



Accelecent Consulting was founded in 2001 to drive and optimize marketing and sales strategy and operations. We improve results from the top of the funnel to the bottom line – while helping you become more digitally agile to better deliver customer value.

With a senior team and execution experts across many disciplines, we can refine and implement your marketing strategy, marketing and CRM systems, develop messaging and campaign strategies, drive lead generation and funnel activity, and support your digital transformation. We serve in interim marketing roles from the CMO level on down. Here is a summary of our service offerings to help you at any stage of your company growth.

Marketing Strategy and Execution

A sound customer-centric **strategy** is the foundation of all good marketing. We help crystalize a vision, build a plan, and refine systems and business processes to ensure digital marketing & sales practices are driving business success. And, we help execute programs and campaigns as needed.

Campaign Development and Execution

Accelecent understands how to build predictable, successful campaigns. We translate your strategic objectives into integrated programs and help **execute** all inbound and outbound communications, branding, lead generation and sales support.

Marketing Automation

Our strategy and systems specialists help optimize the performance of your acquisition and retention engine, and track campaign effectiveness and business performance. We support Oracle, Marketo, Pardot, Hubspot and other marketing **automation tools**.

CRM and Process Optimization

We help close the loop between marketing and **sales processes** and systems. The goal is to be able to track campaign effectiveness through the joint marketing and sales funnel and return metrics to better manage the business.

Digital Transformation

Digital business **transformation** is not easy, but we can help you get there. An organization must have a clear strategy, a detailed implementation plan, appropriately skilled resources, adequate funding and a supportive organization.

Interim Management

We provide **interim management**, marketing and systems resources on a part-time or full-time basis. And in many cases, a team of consultants is brought in on projects or serves as an outsourced team for marketing and systems support on a long-term basis.

Why Accelecent?

Our unique differentiation is our depth and breadth of Marketing, Sales, and Information Technology leadership, skills and experience. We make sure these disciplines are optimized and aligned to help you grow the business. Contact us for a free consultation.

Accelecent has helped hundreds of companies move from ideas to results – far faster than they could by leveraging internal resources alone. Companies like NetApp, Cisco, Salesforce, SAP/Ariba, Parker Hannifin, Ellie Mae, Dassault Systemes, Moody's, Liberty Medical, and many more have relied on Accelecent to help drive marketing and sales results. To learn more about how we work with companies like yours, review our **Case Studies**.

CONTACT US

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