

GLOBAL RELIEF TECHNOLOGIES (GRT)



GRT: The Global Leader of Mobil Computing Solutions in Extreme Environments.

www.globalrelieftech.com

Suzanne and her team were contracted by GRT in 2003 to accomplish the following objectives:

- > Research and thoroughly understand target markets, market share, and perceptions of competitors versus GRT on an ongoing basis.
- > Positively position GRT as the leader, and only hardened, proven solution in connecting disconnected environments.
- > Incorporate and reinforce GRT's brand and messaging within all sales and marketing tools, and provide GRT's Senior Management and Business Development Team with ongoing programs to successfully capture opportunities within all targeted market sectors.
- > From 2003-2007 we developed and implemented cost effective and cost efficient programs to create greater brand awareness and acceptance of GRT with
 - Local State government,
 - State and Federal Senators and Congressmen
 - National organizations such as Homeland Security and FEMA
 - Military (Army, Navy and Marines) and
 - International leading disaster relief NGOs..
- > Today we are developing and implementing a cost effective and cost efficient Commercial market entry program with a ROI metric.
- > Utilize a strategically developed marketing program with a CRM strategy for the commercial market - employing multiple communication channels and database management to 1) acquire, 2) qualify/segment, 3) educate, 4) engage/nurture, and 5) sell to prospects., allowing us to attain a preferred status for GRT's solution platform within the prospect's mind.

The Strategy:

We created a cohesive, consistent Integrated Marketing Campaign for use within a lifecycle marketing strategy.

- > This plan introduced a new corporate identity for GRT supported by the ongoing development of messaging, marketing, sales programs and activities that are based on continually updated market research.
 - Presently a commercial market corporate identity supported by the ongoing development of messaging, marketing, business development programs and activities is being instituted for GRT by Suzanne and her team.
- > GRT is always represented in a professional and consistent manner with all elements of the program working together to reinforce and compliment the brand strategy and messaging, which ultimately places GRT in a leadership position and drives prospects through each stage of a lifecycle marketing strategy.
- > We presently serves as the in-house communication and business development team for GRT.

We identify and target highly desirable, segmented audiences (C-level executives, estimators, and IT professionals).

- > Specific programs were developed to reach each audience with messaging and programs developed for that specific audience. A strong focus was placed on public relations and speaking opportunities for Michael Gray, CEO of GRT.

We identify the opportunities for GRT's solution, assist on an ongoing basis with the development of GRT's product roadmap, and develop the appropriate channel distribution methods for the solution platform.

- > GRT has successful brought to market their solution platform to the Government, Military and NGOs, and have participated in collecting data for every major disaster in the world for the last five years.
- > We helped GRT develop and integrate a Commercial Partner's Field Mobility and Sales channel initiative. This program is projected to increase GRT's 2011 gross revenue by 40%.

We employ multiple communication channels to strengthen and promote the strong GRT brand and messaging including:

- > Direct Response – Integrated direct mail/E-Mail programs
- > Print Collateral (such as Sales Kit) and Sales Tools
- > Earned and Paid Media – Radio, Newspapers, Magazines, Multi-Media DVD
- > Web – Ongoing Website Design and Development, E-Mail Marketing, Online banners, Newsletter/Magazine Development and Implementation, Newsletter Sponsorships
- > Tradeshows, Events/Seminars, Word of Mouth Marketing

Results:

Since 2003 GRT has experienced up to a 50% annual growth in gross profit revenue. With the expansion to the commercial market GRT projects 100% growth in 2011 gross profit revenue.

“Suzanne is one of the most valuable members of my Senior Management team and has been an incredible advocate and friend to GRT. She has been by my side since the inception of the company in 2003. Without her direction and ability to easily maneuver political arenas as well as commercial sales channels, we would not be experiencing the successful growth we have since 2003.”

Suzanne’s vast experience in business development and sales channel execution is allowing us to successfully move into the commercial market with limited cash investment. She and her team are capitalizing on channel partnership opportunities and marketing dollars we would never have attained without their support. We would not be accomplishing this success within the commercial market without her dedication, commitment and knowledge. And the commercial market is the largest market of opportunity for GRT, so it is crucial to our future growth. Since 2003, Suzanne’s efforts have continually provided GRT a 100% ROI on her fee.”

Michael Gray, President and CEO
Global Relief Technologies, Inc.