



Marketing and Technology Solutions- Since 1996

Phone: (317) 816-0700

Rescott Sales and Marketing Augmentation Solutions

You need growth. You need customer retention. You need sales and marketing direction. You need Rescott.

Winners of the **SBCA Best of Business 2009** award plus over 14 years serving firms like yours, you know we are doing something right. Your firm can experience first hand the way sales and marketing works, including effective & focused strategic marketing consulting, telemarketing & call center services, digital marketing, web or application development, direct response solutions, digital publishing, and more.

Our medium sized business category solutions are designed for organizations who have an internal marketing team. However, the team may not have expertise in some areas of marketing, like web development, or new media marketing. Most marketing efforts are conducted internally, while specialty niche solutions may be outsourced.

Our business solutions for medium sized businesses wrap the strengths of our team around the strengths of the organization's internal staff, working closely with them to provide a consistent marketing message.

Telemarketing and Call Center Solutions: Rescott is an authorized partner for QCSS, a leader in U.S. based telemarketing and call center solutions. Now, your organization can benefit from results-driven telemarketing solutions through a local partner:

- Lead Generation/ Qualification
- Appointment Setting
- Sales (Up-Selling & Cross-Selling)
- Database/List Updating & Maintenance
- Event & Seminar Invitation and Registration
- Data Entry
- Surveys

Consulting: Rescott has been consulting businesses for nearly 14 years. Toby Reeves, President and founder of Rescott, has spoken to thousands of business owners on the basics of new media marketing, internet pitfalls, Google advertising, Seven Planning Basics, and the future of web conferencing. He is available for one on one consultation on a one time or retainer basis to train your staff on new media marketing.

In partnership with Crexendo, we can provide top-tier training for your marketing staff on search engine optimization and internet marketing.

Web Development: With fourteen years of web development and design under our belt, we are experts with professional graphics design, application development, e-commerce, and copywriting. We can develop your application using Visual Basic, .Net, Asp.Net, ASP, PHP, AJAX and more. See our [Document Library](#) for our programming languages expertise. [See our Rescott Marketing web site for our portfolio.](#)

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Web Marketing: Rescott was one of the world's first internet marketer, starting with Pay-Per-Click advertising and e-commerce in 1998. Since then, we have kept up with the changes and can help your business get the most out of sponsored advertising, organic search engine management, article writing, social media marketing, blogging, cross linking and ghost writing. A Qualified Adword Professional, we can set up your Google Adword account and manage your Adwords account for you.

For medium sized organizations, we rely on the web marketing services of Crexendo, a nationwide leader in search engine optimization, search engine marketing, split and multivariate testing for CRO, and high end development & marketing services. Rescott is an authorized partner for Crexendo.

Ad Campaigns: Need a campaign utilizing different marketing and advertising media? While we develop a number of solutions inhouse, we can direct and project manage your advertising or marketing campaign with your current marketing partners- again, to deliver a clear, concise, marketing message to your audience.

Virtual Books: The natural way for people to read is left to right, up to down. Unfortunately, the advent of the PC forced us to read portrait on a landscape monitor, making type extremely small and ineffective.

Rescott's virtual book technology eliminates that problem. Our virtual books incorporate video, audio, flash and interactivity in a comfortable book form. Popular books are now being published in virtual book format.

Now, we can publish your print material (the "old way") in our virtual book format. If you are an author, we can even add DNAML (digital rights management) so that you get paid for your work. View our "Great Ideas" virtual book by accessing our [Documents Library](#).

Corporate Videos: Whether for internal training or for upcoming shows and events, we can develop professionally produced corporate videos that will WOW your audience [Visit our Rescott Marketing web site videography page](#) for an example of one of video production projects.

Product Shots: Need product images professionally shot? Rescott can shoot your large or small products using our array of high quality cameras, lighting equipment, tents, and conversion software.

Branding: It starts with a good first impression. Our marketing team can work with your internal staff to position your product or service to succeed in your market. [Visit our Rescott Marketing web site branding page](#) for our portfolio of some of our branding projects.

Video Magazines: With our equipment, compression expertise, and multimedia expertise, Rescott can set your web site, virtual book or video magazine with just the right amount of video.

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Rescott, LLC.



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DoConference Web Video Conferencing: DoConference is a Rescott developed solution that offers a number of advantages over competing "GoTo" and "WebEx" conferencing platforms. At the same price (or lower) than competing solutions, DoConference is easy to use, platform independent, and offers more features like streaming media server so you can show video clips in your presentation, six video feeds, PayPal integration for consultants who charge for webinars, and more. Try our 14 day free trial by [visiting the DoConference web site](#).

Call us at (317) 816-0700 for more information on our services.

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