



*Block Consulting creates and implements innovative “closed loop” brand building, business development, and demand generation solutions, always keeping a close eye on results and return on investment.*

### Who is Block Consulting?

We possess significant experience working with professional services firms, tech start-ups, and Fortune 100 companies. In addition to rapidly planning and implementing client go-to-market business development strategies and tactics, we offer deep experience building and delivering **executable and successful** strategic marketing, sales support, communications, industry alliance, PR, and media relations programs across multiple industries and business functions.



Able to work with virtually any size budget—from large enterprise to small startup with shoe-string funds—we build and confirm the product/service identity, develop key messages and value proposition, and write a comprehensive marketing plan along with tactical roadmap and calendar that specifies the “who, what, when and how.” Next, we help launch and implement programs across all relevant channels.

### Services

- Create business development and client acquisition programs
- Lead brand building and deployment initiatives
- Strategize and manage marketing plans, winning proposals and sales pursuits
- Write and copy edit strategic communications and program content
- Plan and implement demand generation initiatives
- Organize special events and conferences
- Write innovative value propositions, messaging, brand stories and tag lines
- Orchestrate new product and service launches
- Secure and manage industry and media alliances
- Conduct surveys, case studies, intellectual capital projects
- Design online marketing campaigns (e.g., SEO and Google Analytics)
- Build and source copy for newsletters, direct mail, other marketing campaigns
- Manage Agencies: PR, Media, Design, Print, Advertising

### Our Philosophy

Service is based on the belief that success is in the detail, supported by a relentless focus on delivering collaborative, integrated—yet pragmatic and cost-effective—marketing solutions. We rapidly build a comprehensive marketing strategy, plan and tactics or enhance what’s already planned or in place.

We have proven expertise developing strategic messaging and communications, securing industry and media alliances, and rapidly growing the pipeline through identifying and qualifying opportunities. Various pre-sales programs and activities, all of which help to close the deal, have enabled us to serve as a successful marketing “change agent,” deliver results and add incremental value to the bottom line. One example follows.

- ▶ **Activity:** Developed strategies and programs to position client as premier executive search consultant and provider of choice serving the technology, communications and media industries
- ▶ **Results:**
  - Secured industry and media alliances
  - Increased market visibility
  - Established and strengthened executive relationships
  - Planted business development seeds
  - Generated over \$2 million in sales

**“Patty’s ability to develop a powerful response, drive the right messaging, and successfully position the firm helped improve client relationships and close multi-million dollar contracts.”**

— [Bob Patton](#), former President, Gartner Consulting, and former CEO, Gov’t Solutions Group, Cap Gemini Ernst & Young



## CLOSEDLoop Marketing and Business Development Solutions

Sample Programs



“Block Consulting successfully established and built relationships with various high profile media, which has proven to be a valuable asset for the practice. Patty Block demonstrated great initiative and quickly delivered results which, in turn, helped us achieve continued media coverage in Bay area, technology and venture publications, including the San Francisco Chronicle, Business 2.0 and Red Herring.”

— [Scott Gordon](#), Partner, Technology, Communications & Media Practice, Spencer Stuart

### Industries and Companies served

- Professional Services firms and consultants
- Fortune 500 Technology and Software organizations
- Green Building and Development companies
- Start-up and Emerging businesses
- Entrepreneurs

### A brand is what results from marketing consistency.

Reinforcing your brand through outreach and consistent communications is critical. Three elements every plan should include: consistency, frequency and variety. Understanding this marketing mix is important to knowing what you’re doing well and where you can improve.

First develop an integrated plan that includes all relevant client and prospect touch activities. Each channel has its own role. Branding is reinforced by combining all business development, marketing and PR activities in a virtual circle — i.e., “closed loop” marketing.

Repetition/constant reiteration reinforces the message and helps build your brand. Consistency and rapid response are essential. Touching clients and prospects in a positive and iterative way—through all channels—will reinforce your presence and brand. Power comes from meticulous planning, market testing, scheduled execution, measuring results, and refining activities.

### Company/Client work

- |  |                                  |
|--|----------------------------------|
| * Coca-Cola Company                                  | * Manugistics                    |
| * Crawford & Associates                              | * Meridian Builders & Developers |
| * Digital Bridge                                     | * Novatix Corporation            |
| * EBSuite.com  | * Oracle Corp.                   |
| * Ernst & Young                                      | * Peoplrix                       |
| * GEL  | * Phillips Petroleum             |
| * Georgia-Pacific Corp.                              | * ReGroup LLC                    |
| * Gripit Floss Holder                                | * Retek Inc. (HNC Software)      |
| * HNCL Search (Hodge / Niederer / Cariani / Lindsay) | * Right Management               |
| * IMI  | * Sand Hill IT Security          |
| * Indus International                                | * Secondary Markets              |
| * Jeff King & Company                                | * Spencer Stuart                 |
| * Kellogg Company                                    | * Sprint Corporation             |
| * Land O’ Lakes, Inc.                                | * The J.M. Smucker Company       |
| * Lautze & Lautze                                    | * TRI Corporation                |
| * Lee Hecht Harrison                                 | * TSG                            |
|  | * ValueScience                   |

[www.blockconsulting.net](http://www.blockconsulting.net)

### Our marketing, PR and brand-building activities:

- ▶ **Get attention** through articles, press quotes, client success stories, case studies and market surveys.
- ▶ **Generate interest** through media relationships, personal contact, PR promotions, special conferences, and client-touch activities.
- ▶ **Drive involvement** through direct mail, email, web and online campaigns.
- ▶ **Establish, strengthen and nurture relationships with prospects, clients and the media** through introductions, email, follow-up calls and meetings.
- ▶ **Sow business development seeds and generate incremental sales** through ongoing contact consistent messaging and one-on-one market positioning.

“Block Consulting has deep insights about business and about people – plus Patty Block’s writing is terrific!”

— [Bill Wiersma](#), Principal, Wiersma and Associates, author of “[The Big AHA!](#) Breakthroughs in Resolving and Preventing Workplace Conflict,” and leader in organizational development, coaching and training



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