

Tactics are the new strategy

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**Linda ROSSO**

Marketing and Communications

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*Marketing and Communications*

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Tactics are the new strategy.

**But you need creativity, insight and experience make it work.**

This may not be the time to spend marketing budget on long, detailed strategic marketing and communications plans. In order to stay competitive in this marketplace, you must take well-thought, decisive tactical action. If you can't do it alone, or you don't have experienced staff in place, it is the time to invest in an expert.



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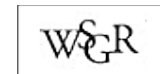
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My work is to provide established and growing businesses with strategic counsel and to create effective and efficient marketing and communications tools that will help them to successfully achieve their business goals.



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**Partial Client Experience**

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Tap into my strategic, creative and tactical expertise

- Research and analysis
  - What customers think and want and how to best deliver it
- Positioning and branding
  - The proposition, the niche, the look and feel
- Content development
  - Messages that get the point across
- Program implementation
  - Create, produce and deliver effective, efficient and targeted marketing and communications materials

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My point of view: Be audience focused and media neutral  
Media selection should be driven by the preferences of your target audience – budget for different mixes and track results

- Digital: websites, e-mail campaigns, search, blogs, videos, podcasts, social media, mobile applications
- In Person: conferences, street marketing, special events
- Print: newsletters, collateral, newspaper and magazine advertising
- Broadcast: radio and television advertising
- Outdoor: street banners, poster campaigns, transit advertising

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My point of view: Balance paid and earned media – both have direct impact on profitability

**Control your marketing messages with paid media; build reputation, authenticity and leadership with speaking engagements, endorsements, awards and media mentions**

- Outreach to key industry influencers
- Participation and speaking opportunities at key conferences
- Award program entries
- Industry trade and targeted media outreach

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My point of view: You don't need vast resources to create effective marketing and communications programs

You can benefit from focused, independent experience to guide your decision-making, and relationships with targeted resources to produce program elements

- Senior level attention and focus on your challenges
- A network of creative, production and media specialists
- Careful attention to budget

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*“Our trust and confidence in Linda Rosso have been well-placed...her efforts clearly added value and helped us achieve our goals.”*

*- CFO of Ford Motor Company*

*“Any organization which hires or contracts with Linda Rosso will immediately count its blessings...her strategic marketing and communications leadership launched my now \$60 million business.”*

*- Co-Founder of M Squared*

*“She brings a complete skill set, extensive experience, and an energy and enthusiasm to the task... I can say without hesitation that Linda is one of the more outstanding communications professionals in the Bay Area.”*

*- Partner/CMO of Thomas Weisel Partners*



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What can I do for you?

- Apply diverse industry experience and knowledge to creatively assess your unique situation
- Identify and define problems and opportunities
- Shape effective solutions that link to your business strategy
- Drive measurable results

I welcome the opportunity  
to work with you.

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**Linda** **ROSSO**

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+1 415 999 6002 Pacific Time

[linda@lindarosso.com](mailto:linda@lindarosso.com)