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APRIL 4, 2010**

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## **LAUNCH INTERNATIONAL, INC. REPORTS ON MARKETING IN 2010 AND BEYOND**

**April 4, 2010** -- Launch International, Inc., a strategic marketing and sales enablement company reports today, on its 18<sup>th</sup> anniversary, on how changes in customer buying behavior are forcing a major marketing reset.

Based on real-world data from its industry-leading clients about how customers and prospects engage in the sales process, Launch International has published an executive brief that discusses the impact recent changes on buying and selling patterns are having on marketing strategies and tactics.

"Customers and prospects are connecting at the source of information—in places like web sites, blogs and other online outlets—before they actively engage with salespeople," stated Jody Canavan, founder and president of Launch International. "Technology remains an important tool in managing that connection; however, the need for clearly differentiated messages and high-value content has never been greater."

The shifts in buying and selling patterns also signal major changes in how IT vendors should allocate marketing funds. Budgets are now being shifted away from awareness activities—where 75% of budgets have historically been spent—to consideration and preference activities, where thought leadership and other sales enablement resources can have greater impact on the customer decision-making process.

### **Who's In Control?**

The brief, *Marketing 2010: Who's In Control?*, discusses how current industry trends validate Launch International's Integrated Enablement Marketing™ (IEM) methodology that aligns marketing and sales tools to key stages in the buying and selling cycles. It reports on how new tools, such as social media, put further pressure on marketers to develop go-to-market programs and deliverables that address need-based issues in target segments.



“High-value content has been at the core of everything we do since we opened our doors in 1992,” continued Canavan. “And now, as Launch International enters its 19<sup>th</sup> year, we continue to be uniquely positioned to help meet the needs of today’s—and tomorrow’s—marketers.”

To download *Marketing 2010: Who's In Control?*, and for more information, visit [www.launchinternational.com](http://www.launchinternational.com).

### **About Launch International**

Located in Doylestown, Pennsylvania, Launch International is a WBENC-certified strategic marketing and sales enablement company dedicated to building the high-value content and associated deliverables that help salespeople sell faster and customers buy smarter. By balancing strategy and execution, the company is able to define and develop “right time, right place” tools that can accelerate buying and selling cycles.

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