



**FOR IMMEDIATE RELEASE**  
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## **LAUNCH INTERNATIONAL, INC. OFFERS STRATEGIES FOR CLOUD MARKETERS**

**July 23, 2010** -- Launch International, Inc., a strategic marketing and sales enablement company, announced the release of a new marketing brief entitled *How Marketing Can Accelerate Cloud Adoption: Three Strategies to Turn Buzz Into Buyers*.

Based on extensive research into the cloud computing environment, Launch International's own experience working with cloud components and the successful efforts of industry-leading companies, the brief examines:

- How mapping cloud computing messages to buying and selling cycles enables the development of resources that guide customers and prospects to and through the cloud
- How investing in non-traditional thought leadership and awareness activities can dispel confusion and doubt surrounding cloud computing
- How the right sales conversation can help build and sustain prospect interaction to continue moving an opportunity forward
- How six different cloud players, ranging in size from start-ups to industry giants, addressed some of their cloud marketing challenges

"No concept in today's IT world is generating as much buzz – or as much confusion – as cloud computing, which puts cloud marketers in a unique position of having to perform double-duty marketing," stated Jody Canavan, founder and president of Launch International. "First, they have to educate prospects on the greater cloud vision; and second, they have to prove to potential buyers why their company is best equipped to help prospects make the journey to cloud."

In *How Marketing Can Accelerate Cloud Adoption*, Launch International shows how companies can proactively address these duties by focusing their message, establishing themselves as thought leaders and arming their salespeople with the right tools.



To download *How Marketing Can Accelerate Cloud Adoption: Three Strategies to Turn Buzz into Buyers*, and for more information, visit [launchinternational.com/cloudmarketing](http://launchinternational.com/cloudmarketing).

### **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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