



DALTON MARKETING GROUP

Our Business is Growing Yours

Now available for capital providers – marketing advice and execution specially tailored to the unique needs of start-up management teams

“I use Dalton Marketing Group to help my company achieve goals big and small. Their advice is on-target and their top-quality professionals are there when we need them – DMG is a great asset for a start-up.”

John E. Taylor, Jr.

President, GameLogic

(Funded by Bain Capital Ventures, General Catalyst, Maveron)



Your portfolio companies will gain:

- clear understanding of their market(s)
- an actionable plan to drive against desired results
- a budget and resource allocation for marketing programs
- measurement systems and processes

An outsourced option for executive-level marketing expertise

With extensive background in the marketing of high-growth companies, new products and brands, DMG helps emerging companies define, target and grow their business. We provide interim business consulting, marketing guidance, and marketing program management and execution. We can act as your ready-made marketing team or assist on a project basis – our interaction level is up to you.

Best-in-class team committed to our clients' success

DMG's networked model enables us to provide 'best-in-class' services on an emerging-company budget.

Team expertise includes:

- highly experienced executive marketers who have served as CMOs or SVPs
- marketing directors with 10 - 15 years corporate / agency experience
- specialty resources including creative professionals, research analysts and product marketers

With representation in major markets – Atlanta, Boston, Dallas and Providence – you get all the benefits of a sophisticated, national team - locally.

The DMG Team

- Senior
- Responsive
- Flexible
- Hands-on

For more information about DMG, please visit www.daltonmarketinggroup.com or contact Ellen Donahue-Dalton at ellen@daltonmarketinggroup.com.



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Why Outsource

- No risk
- No overhead
- High-quality results
- Fast delivery
- Management time savings



"I have trusted DMG to translate my vision into reality for more than 10 years. By applying insight, creativity and marketing talent, DMG has worked with me to grow small start-up companies to billion dollar global enterprises."

Guy B. Snowden

Partner, SnowMark Corporation

First-class results without overhead and risk

By outsourcing your marketing needs to DMG, you gain an experienced partner that delivers high-quality results on time – enabling you to focus on other mission-critical initiatives. And, because you avoid the risk and cost of hiring a full-time team, you effectively manage your bottom line.

Here's what you can expect:

- Employ executive-level market talent at affordable pricing
- A "ready-made" marketing department – without recruiting, training or turnover costs
- Impactful programs backed by a strategic approach
- Customized solutions to meet your unique needs that are fiscally smart
- Most current and innovative services

"DMG understands the challenges that a small company faces – from competing against larger rivals to developing internal marketing capabilities. DMG provides an expert blend of strategic and tactical advice along with whatever level of outsourced help we require."

David Jackson

Bloodhound Technologies, Inc.

For more information
about DMG, please visit

www.daltonmarketinggroup.com
or contact Ellen Donahue-Dalton at
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