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traditional and internet marketing

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trade shows



trade shows

| |
|--|
| <input type="checkbox"/> advertising |
| <input type="checkbox"/> direct mail |
| <input type="checkbox"/> packaging |
| <input type="checkbox"/> sales literature |
| <input type="checkbox"/> stationery |
| <input type="checkbox"/> trade shows |
| <input type="checkbox"/> user interface design |
| <input type="checkbox"/> web site |

SEMAPHORE Marketing Communications

www.sema4usa.com

The Challenge

SEMAPHORE was in a unique position in 1993. It was one of the few Object-Oriented software training and consulting firms in America and had a very good reputation. Because of its size (less than 20 employees), the marketing budget was considerably smaller than their competition (Lockheed Martin, GE and Rational, all public companies). The challenge was to generate awareness and leads.

Solution

Ms. Heydecker controlled a marketing budget that focused on lead generation/qualification via trade shows, public relations, direct mail, special events, and space advertising. Working in-house, Jeanne developed entirely new branding using bright colours and simple design to enable quick visual recognition of SEMAPHORE branding. One of the first major initiatives Jeanne developed was a glossary of Object-Oriented terminology, the first in the industry, which was later copied by many competitors to no avail. Direct mail projects focused on open enrollment courses held internationally. Advertising was created in-house and placed in various industry trade publications to attract software engineers. The existing trade show booth was sold and a new modular booth was purchased that matched new branding and cut drayage and storage costs by more than 80%, paying for itself in three months. New seminar products were developed to attract CXO-level prospects.



direct mail: phase 1



direct mail: phase 2



direct mail



advertising



stationery