

# market2world communications — PR and product launch services for fast-growth tech companies

*Bringing fresh ideas and strategic thinking, market2world connects clients with the influencers, stakeholders and markets that matter to increase sales, product visibility and thought leadership*

## Fast facts Corporate profile

Established in 2005, market2world communications inc. is a public relations and product marketing company that puts proven experience to work to extend the power of existing marketing teams when they need it most, or serves as a company's outsourced marketing department.

## Why Ottawa

With more than 1800 tech companies to work with — most of which have fewer than 50 employees — market2world is well positioned to fill the growing PR and product launch needs of these young, ambitious companies.

market2world takes its community responsibilities seriously within the Ottawa tech community. In partnership with OCRI, market2world produces OCRIRadio.com — a tech business show that podcasts Ottawa's technology to the world.

## Business advantage

market2world can take on a single mission-critical assignment or the role of an outsourced marketing department. Brand names. Logos. Data sheets. Online demos. SEO. Trade show selection and booth design. Leadgen programs including Google AdWords. Customer newsletters. The market2world team assesses what a company needs and then gets it done.

Established in 2005, market2world communications inc. — the agency that created the 82000reasons.com campaign for the Ottawa Centre for Research and Innovation (OCRI) — is a public relations and product marketing company that puts proven experience to work to extend the power of existing marketing teams when they need it most, or serves as a company's outsourced marketing department.



**Canada's Creative Economy Capital**

To the 20th century PR mix of product reviews, awards, bylined articles, success stories and thought leadership, market2world's expert team puts Web 2.0 tools like blogs, podcasts, wikis, RSS feeds and search marketing to work in PR and marketing campaigns.

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Drawing on an award-winning career as a tech marketing VP, author, teacher, journalist, author and broadcaster, founder and CEO Nathan Rudyk established market2world in Almonte, Ontario, in 2005. Almonte is a thriving, historic riverside town filled with high tech startups and artists located just five kms west of the City of Ottawa. market2world's employees enjoy a walk-to-work lifestyle as well as easy access to Ottawa's population of 82,000 tech employees.

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*“Our company had been focused on product development. When it came time to go to market, our major investor introduced us to the market2world team. Over three months they gave us a new name, logo, Web site, blog and PR program that culminated in a corporate launch now driving great enterprise leads.”*

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### **Business advantage**

market2world’s client successes are the best testament to the agency’s PR and product launch expertise. Read em and reap!



*“We found market2world, and we’re thankful for that. At our last major trade show I did 14 interviews and our products were profiled in another 24 publications, online news portals, blogs, podcasts and radio shows, plus we kick-started 10 new product reviews.*

*Those PR results, along with a very successful search marketing campaign, have helped increase Web traffic by 400% over the last year while working with the market2world team. Awesome.”*

**Alykhan Jetha, CEO, Marketcircle Inc.**

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*“When we bring market2world into our meetings, they’re welcome as true business partners, not just a supplier. Get these guys. You’ll be glad you did.”*

**Bill Beacham, CEO, dominKnow Inc.**

*“We focused market2world on blogger relations for our Quotestream wireless portfolio management software, and within 60 days they created buzz, product reviews and podcast interviews with leading financial sites across the Internet. We were impressed at how fast their team produced results and with their professionalism preparing us, as well as the bloggers, for reviews and interviews.”*

**Keith Guelpa, President, QuoteMedia Inc**

### **Future growth plans**

market2world has established itself with a strong reputation as an industry leader in technology-based public relations and product marketing, attracting ambitious, globally focused clients from Canada, the US, Asia, and Europe. In 2008 market2world established a cleantech practice and is now serving clients in this exciting new sector.

### **Contact information**

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