

**Höck ; Matthes**  
Kommunikation, Marketing & Consulting

# CONSULTING AND MANAGEMENT SERVICES FROM A SINGLE SOURCE.

## HÖCK, MATTHES

*offers a comprehensive portfolio of marketing and consulting services designed to meet the needs of a broad range of industry sectors as diverse as finance, information technology, auto making, and manufacturing.*

Over the years, founders Gabriele Matthes and Thomas Höck have acquired a deep understanding of these markets, plus a wealth of experience in successfully planning, managing and implementing marketing campaigns designed to win new customers and build loyalty. Our portfolio includes:

- » **CUSTOMER RELATIONSHIP MANAGEMENT**
- » **PARTNER AND ALLIANCE MARKETING**
- » **SPORTS AND CULTURAL SPONSORSHIP PROGRAMS**
- » **TRADE SHOW AND EVENT MANAGEMENT**
- » **PRODUCT AND SOLUTION MARKETING**
- » **INTERNET STRATEGIES**

Our considerable experience extends to international areas of business and their associated regional aspects. For us, combining and integrating marketing programs with a cross-border reach is familiar territory – a key advantage if you need to target markets in a number of different countries. We minimize your risk and prime you for success in the international arena.





## CONSULTING FROM HÖCK, MATTHES.

Our consulting services typically comprise the following:

The preliminary **PLANNING PHASE**: This involves initial meetings in which we discuss with you the relevant information needed to complete your project.

Building on the knowledge and information we acquire, we work with you to develop a **STRATEGY**.

We then proceed to create a **ROAD MAP** for completing the project. It's here that we document the defined goals and the target group, describe the entire project in a series of detailed steps, explain the proposed measures, and establish an exact project schedule.

## PROJECT MANAGEMENT.

From the very outset, we assume responsibility for everything. Specifically, this means:

- We conduct every project ourselves and constantly track its progress. Therefore you're able to check on the current status with us at any stage.
- You have a contact person who's responsible for all of the details from the beginning through to the end of each project and is completely committed to the project's success.
- We work closely with you to define every step involved in implementing your project. This means you're always fully in the picture.
- We implement the project according to an exactly defined timeframe. Even with highly complex projects, every individual stage is planned and completed according to schedule.
- We work with an extensive network of business partners on whom we draw to complement our own in-house expertise on a need-driven basis. This is not just a fast and highly effective method of working, it's also easy on your budget.
- On completing your project, we review it with you in order to analyze its success. By comparing the costs with the revenue generated, you can gauge your return on investment. This gives you a solid basis on which to accurately plan your future goals and activities.

# OUR REFERENCES: PROJECTS THAT HIT THE MARK.

We'd be happy to meet with you personally and give you a brief and concise presentation outlining our range of services. The following examples offer an initial overview of our activities:

## ; **INNOVATIV: DEVELOP A NEW OVERALL CONCEPT FOR AN ANNUAL REPORT**

Our brief was to redesign an annual report so that instead of simply serving to present the balance sheet it emphasized the company's role as a corporate citizen. Management's discussion and analysis of the company's status was supplemented with interviews with prominent figures from the worlds of politics, culture and industry.

The forward-looking commentaries from well-known personalities offered readers a balanced mixture of informational and emotional content underpinned with an unusual layout design and engaging reports. Reader response was highly positive.

## ; **EMPHASIZE THE POTENTIAL VALUE CREATED FROM A JOINT SOLUTION FOR TWO IT COMPANIES**

The target group consisted of customers of two companies, each equipped with their own data center. The goal of the project was to convince them of the merits of unifying their IT landscape. We took care of managing the whole project, including database selection, the mailing of invitations, an exclusive information event, tracking and supervision of the event, and the follow-up activities.

Our efforts culminated in the successful presentation of a complex topic by a number of competent speakers, including an eminent contribution by a prominent professor, an enthusiastic exchange of ideas and experiences in a historic setting, and an excellent dinner. Overall, the presentation built trust and confidence, and succeeded in making a convincing case for cost reduction and enhanced speed through a standardized computing environment. The event resulted in the signing of four seven-figure contracts within three months.



## COMPETENCY: PLAN AND ORGANIZE PRESENCE FOR INDIVIDUAL TRADE SHOWS

Our client needed to exhibit at the Hanover Industry Show as an integral partner of a major software vendor.

Organizing a complete CeBIT presence requires the responsibility for a seven-figure investment, as well as paving the way for the closing of business deals.

The specific needs of individual customer groups can only be addressed at specialty trade shows. With the finance industry, it's the EBTF. The focus here was on addressing the clientele's distinctive requirements by presenting the exhibitor's specialized IT offering.

Besides imposing a rigorous schedule, trade show projects additionally require specialty knowledge of the respective industry sector. Successful closures and positive feedback from attendees showed that our trade show activities were on target.

## IDEAS: MARKET A HARDWARE MANUFACTURER'S COLLABORATION WITH AN EXCLUSIVE AUTO MAKER

Our task was to manage a hardware manufacturer's presence as an associate of an exclusive German auto maker for the duration of a race season. The project, which included an Internet café, had to be aligned with the unique ambience and the specific clientele.

We organized and completed this project right down to the last detail, including the invitations sent to clients and business partners, test drives, Internet demonstrations, product demonstrations as well as tending to the customer throughout the season at seven locations in Germany, Italy, Belgium, and the Netherlands.

The outcome was a balanced program that achieved optimum acceptance among business partners, customers and sales people. The manufacturer's contractual partners subsequently recorded sales running into millions. By building on an innovative concept and personal commitment, we were able to leverage the manufacturer's image to enhance customer loyalty.

## **INTERNATIONAL: EXPLOIT THE ADVERTISING BENEFITS OF AN IT MANUFACTURER'S SPORTS SPONSORSHIP**

The goal was to use sponsorship to increase the company's visibility outside its established client base. The company was presented to its new target group by participating in Europe-wide major competitions receiving TV coverage.

Besides creating a broad-based presence for the company, we also succeeded in actively marketing its IT products. By tying in local associations we were able to raise awareness and extend our client's reach within a special interest group to successfully deliver information on the company and its product range.

## **CUSTOMER LOYALTY: POSITION TWO MAGAZINES THEMATICALLY AND EMOTIONALLY**

**CUSTOMER MAGAZINE:** The task involved the detailed planning, creating and fully implementing – including editing – of a modern customer magazine covering a range of current topics. The goal was to raise awareness and knowledge of the company.

Reports drawn from a variety of industry sectors coupled with an innovative design succeeded in increasing circulation. One novel aspect was the selling of advertising space to bolster the budget and to widen the communication options.

**TECHNOLOGY-ORIENTED CUSTOMER MAGAZINE:** Tasked with re-launching an established, long-standing magazine, we completely redesigned and produced a technical periodical covering current product and service topics for an existing subscriber base. We achieved a marked increase in circulation, partly through a measured editorial style that consciously avoided any kind of advertising tonality and ultimately proved to be more appealing to the technologically oriented readership.

## **CREATIVE: PLANNING A NEW MODE OF COMMUNICATION BY USING A BROADLY TARGETED WEB SITE TO COMMUNICATE WITH CUSTOMERS**

The Internet, which joined the ranks of mainstream communication media in the 1990s, was to be used as a contemporary means of targeting new customer groups and showcasing the company.

With a creative site design that incorporated company-relevant information and daily updated topics, we successfully created a web presence geared specifically to external communications. Regular updates and visual makeovers of the home page boosted site traffic substantially. The project created a new doorway to carefully structured content, which resulted in an upsurge in use.

## **KNOW-HOW TRANSFER: PREPARE THE LATEST PRODUCT INFORMATION FOR USE BY SALES TEAMS**

In an international company, it's essential that sales information is readily available and doesn't get lost amid the mass of information resources. This ensures that sales staff are always equipped with the knowledge they need in order to highlight their company's current competitive advantages.

By loosening up the tonality of the material and narrowing down the target group, we found the right way to address sales people and achieve a high degree of acceptance.



## NEW TOPICS AND TASKS:

WE'D LIKE TO BE ABLE TO TELL YOUR SUCCESS STORY HERE – how thorough analysis and exact goal-setting helped to guide a project or campaign through to a successful conclusion and to tell your customers about your business, or how your sales team utilized new ideas to position your company.

Last but not least, we let you share in our expertise in software applications commonly used in marketing to facilitate communication and to accelerate the successful implementation of your projects.

**WHY NOT CALL US? OR, IF YOU PREFER, SEND US AN E-MAIL – WE'LL CONTACT YOU RIGHT AWAY.**

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