



Brame Technologies



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**TECHNICAL MARKETING
SERVICES**

“In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed.”

– Charles Darwin –

CONTACT

info@brame-tech.com www.brame-tech.com

Brame Technologies (“Brame-Tech”) is offering technical marketing services for high-tech companies that manufacture highly complex products.

Brame means “intense passion” and here at **Brame-Tech**, we fuse passion and technology. Let **Brame-Tech** fuse your products and content contributions into highly coherent, convincing, and interesting marketing collateral necessary to promote your products and services; all with a high level of English proficiency.

Our expertise covers a wide spectrum of disciplines; from components, embedded modules, hardware, software, and

integrated systems. We serve a variety of market sectors, including military electronics and systems, security, medical, telecommunications, and advanced video solutions.

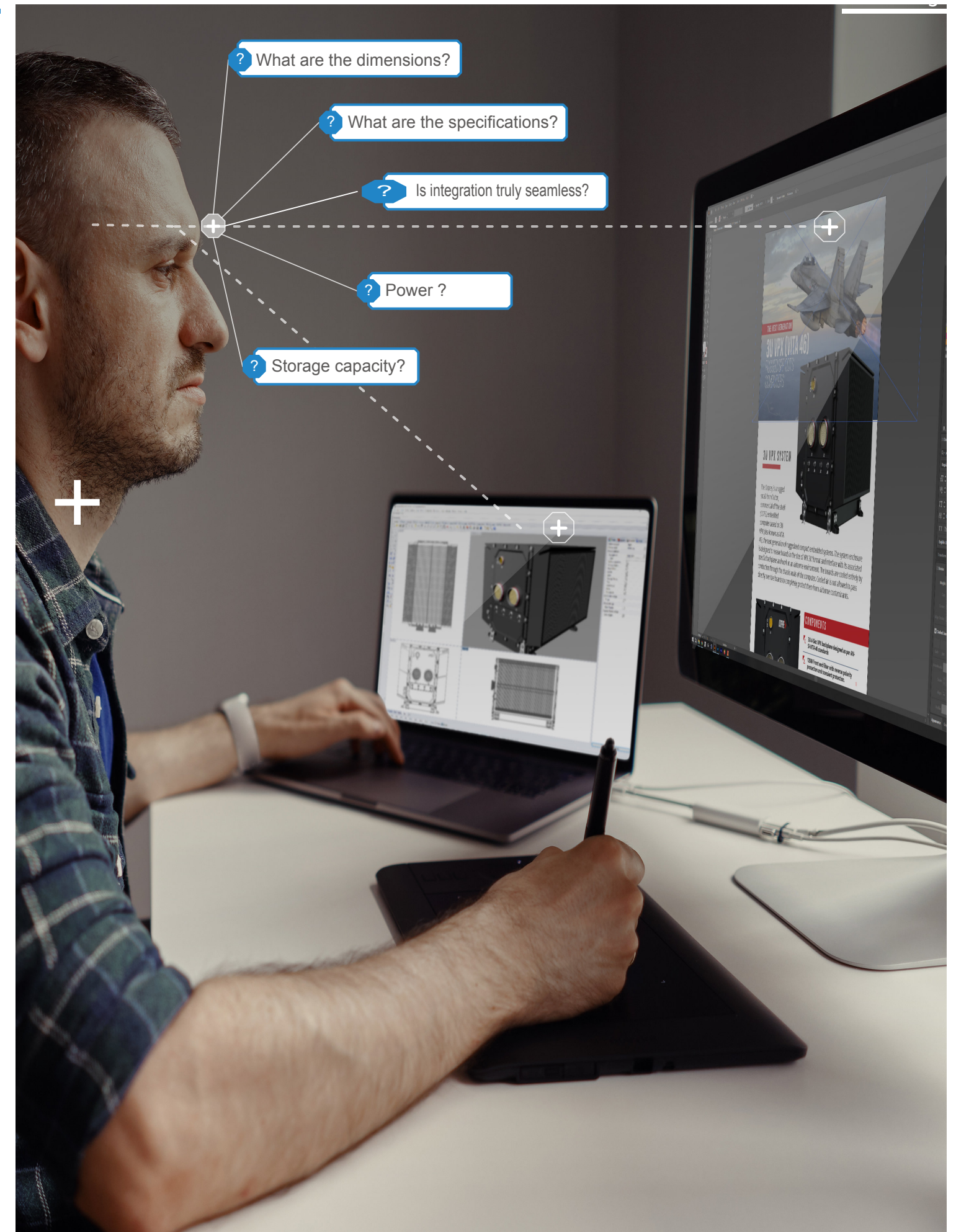
Brame-Tech is currently providing technical marketing services to small, medium, and large hi-tech and military industrial customers in countries based in the US, Israel, India, Switzerland, and Turkey.

MARKETING technology to ENGINEERING professionals has become a CHALLENGE.

Write too much and the reader is repelled. Write too little and the message remains unclear, ambiguous, and not convincing to a technical reader.

Delivering a message that can strike a balance between technological clarity and messaging brevity will produce the best results.

Oftentimes, marketing copywriters lack the skills to properly frame technical marketing material because they do not possess the acquired knowledge and experience dealing with customers in this highly segmented marketplace.



MARKETING SERVICES

Brame-Tech can create a large variety of marketing and business collateral:

- BROCHURES, DATA SHEETS, WHITE PAPERS & PRODUCT DESCRIPTIONS
- ARTICLES FOR TECHNICAL MARKETING PUBLICATIONS
- PRE-SALES: PROPOSALS & PROPOSAL TEMPLATES
- CAMPAIGNS (ADVERTISEMENTS, BANNERS AND EMAILS)
- INVESTOR / PITCH DECKS
- MARKETING ANALYTICS
- COMPANY PROFILES
- PRESENTATIONS
- WEBSITES & LANDING PAGES
- VIDEO CONTENT
- INFOGRAPHICS
- NEW PRODUCT PROMOTIONS – TEST THE MARKET
- REVIEW AND PROOF-READING



METHODOLOGY

The key challenge to delivering effective messaging to persons working in a highly technical industry is knowing how to codify the company's technological advantages into clear and coherent messages. Proper messaging will build marketplace confidence and convince a customers that the selection of the company's goods or services will lead them to an optimal low risk, high-quality solution, thereby generating credibility over the competition. Today's technical experts are less patient with old marketing methods. They demand credible and reliable information that must be continuously tailored to their needs and priorities. With the latest developments, marketing is playing a

more vital role as opportunities for face-to-face sales continue to be diminished.

Understanding the latest challenges, Brame-Tech concluded that working virtually with our customers as an integral part of the product management and marketing team offers the best method of creating effective marketing collateral. Our combined knowledge and real-world experience are shared with our customers and poured into the content. Every step of the preparation activity is transparent. We consult with trusted potential customers to get real feedback allowing us to pivot and improve the content before the final release.



OUR TEAM



With over 35 years of embedded computing experience, both in the commercial and military marketplace, Bill is considered one of the leading technical “Gurus” in this sector. Beyond his expertise in senior business development, product management, technical sales and engineering, he is truly creative in envisioning new products that customers would want thus generating high revenue for companies he has worked with and for. He has worked for such leading aerospace and electronics companies as Bell Helicopter, SBS/GE, Themis and Mercury.



With over 25 years of experience in international sales and marketing for the high-tech market, Mark has been active in over 43 countries around the world. Since the beginning of his career, Mark has been marketing and selling a wide variety of technical products, solutions and projects. Examples include mid-range servers, telco solutions, video broadcasting equipment, data networking equipment, and military systems and solutions.



Aspire Design Studios produces exquisite and very detailed graphics using a sophisticated creative suite of applications; making them the perfect partner for producing technical marketing material. They can produce eye-catching pictures, illustrations and brochures, 3D renders, info-graphics, videos, logos, company-specific icons, websites, company templates, and much much more. Let Aspire turn an idea into an awe-inspiring visual reality. To see examples, please visit their website at: <https://www.aspireds.com/#home>

For further information, please contact us at:



info@brame-tech.com



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1290844308443](https://linkedin.com/1290844308443)