



eCoast Successfully Extends Footprint Internationally

Rochester, NH- eCoast, a leading provider of outsourced marketing, [appointment setting](#) and sales solutions to the technology industry, has recently expanded its coverage footprint beyond North America to emerging global markets including Latin America, South Africa, and Europe.

Many of eCoast's large US technology clients now receive a large percentage of their earnings outside the United States. "We've seen a trend starting in early 2008 with clients such as Cisco Systems started to inquire about our international capabilities," states Will Gibney, Vice President of Sales at eCoast. "In addition, we've found the US is still the marketing leader in terms of best practices. We've been able to take successful programs executed in the US, and apply them to other countries by customizing and localizing them to the specific country."

"Many of our clients are focusing on growing their business globally, and still want to utilize eCoast's expertise in channel program management and demand generation. We work with 'country champions' to define the projects and engage with the partner companies that will be participating in the program. These country champions help customize the program to their specific country's need," says Kate Tanguay, International Program Manager at eCoast.

To date, eCoast has successfully executed [Channel Marketing](#) programs in Mexico, Columbia, Brazil, United Kingdom, and The Netherlands. Channel programs ranged from direct mail, telemarketing, appointment setting, call blitzes, sales training and partner enablement.

To execute these programs, eCoast has formed strategic partnerships with companies such as [eMarket2](#) based in the UK that enable them to localize content and direct mail, and provide multi-lingual outbound telemarketing and partner communication based on the specific countries' native tongue.

"In today's global economy, we are excited about the opportunity to form partnerships and market our services internationally," states Kate Tanguay. "We believe there will be an opportunity to further branch out in 2009, as we continue to execute these programs effectively."

About eCoast

eCoast is an outsourced sales and channel marketing company focused on creating and executing customized programs that result in a measurable ROI for their high technology clients. eCoast's service offerings include [appointment setting](#), [web marketing](#) and [channel sales](#).

Learn More: <http://www.ecoastsales.com/>.

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