



VisionEdge Marketing celebrates its ten year anniversary with ten hours of free access to its searchable TIPS Database

Sunday, June 14, marked VisionEdge Marketing's ([PRWEB](#)) June 15, 2009 -driven, metrics-focused strategic and product marketing firm opened its searchable TIPS database that contains thousands of items on numerous marketing topics on Monday, June 15th. For 10 hours, all registered users of the website, even those without a TIPS membership, received access.

" Our eighth annual marketing survey continues to show that both management and marketers are not satisfied with competencies essential to improving marketing performance, namely data analytics, measurement and process skills. Making the database available is completely in line with our company's commitment to honing the skills of marketers, particularly in the areas of marketing measurement, effectiveness, and accountability, and to enhancing the discipline of marketing," said Laura Patterson, president, VisionEdge Marketing. "We hope people who accessed the database found at least one good idea to put into practice right away that will help them be more successful in their careers and their marketing endeavors."

It is this commitment to the discipline that sparked the idea for conducting research in the area of marketing measurement and effectiveness. For the past 8 years VisionEdge has brought to the industry its annual Marketing Performance and Measurement Report, which when first launched filled the void in the area of marketing metrics and analytics. The ongoing research provides insight into trends and best practices. To further knowledge sharing and best practices, VisionEdge also has an open database of case studies and published works offered at no charge.

The company has published three books over the past 10 years. The first book, *Gone Fishin'* (2001) was a huge success, and to keep up with demand was converted to an eBook and can be purchased in the VEM Store. *Measure What Matters* (2004), VEM's second book subsequently sold out after being called "a gem every marketing CEO and professional should have on their bookshelf."

The third book, *Marketing Metrics in Action: Creating a Performance-Driven Marketing Organization* (2009), enables any company to commence a marketing measurement initiative or take an existing effort further. In keeping with the organization's philosophy of improving marketing, Laura Patterson participates in numerous educational conferences and seminars across the country. Most recently, she spoke about how to effectively communicate the value and impact of your Marketing effort and measure the impact strategy is having on the organization, at MarketingProfs' Annual Business-to-Business Forum in Boston.

Over the last 10 years VisionEdge has helped countless organizations make their marketing more effective, measure the impact of their marketing on the organization, and enabled enterprises to make better fact-based decisions. One of the things VEM customers greatly appreciate is it takes an analytical and fact-based approach to marketing that is grounded in well-defined, repeatable methodologies that produce measurable results. Notable clients include: Southwest Airlines Cargo, BAX Global, ING, Motion Computing, Tektronix and many more. Customers rely on VEM for aligning sales and marketing to improve opportunity development and management, defining new product/service strategies and market segments designed to attract, retain and grow the value of customers, developing and implementing marketing effectiveness and measurement programs that connect marketing to the business and transform it into a performance-driven organization.

Please see the VisionEdge Marketing site, www.visionedgemarketing.com, to see a more complete list of customers, to access articles and case studies, to order Gone Fishin' or Metrics in Action and to become a TIPS member.

VisionEdge Marketing is a certified National WBE and Texas HUB.

Summary: To commemorate its 10 year anniversary, VisionEdge Marketing, the data-driven, metrics-focused strategic and product marketing firm opened its searchable TIPS database that contains thousands of items covering numerous marketing topics on Monday, June 15th. For 10 hours, all registered users of the website, even those without a TIPS membership, were given free access. VEM hopes their tools such as TIPS and their workbooks will help marketers offset the findings from the annual Marketing Performance Measurement study which continues to find that executives and marketing professionals remain dissatisfied with marketer's abilities with data analytics, measurement and process skills. VisionEdge Marketing was founded in 1999 firmly committed to honing the skills of marketers, particularly in the areas of marketing measurement, effectiveness, and accountability, and to enhancing the discipline of marketing.