



Founded: June 2001

Founded by: Anne Lieberman-Matchett - Principal

Located in: Monument, Colorado

About NetGrowth: NetGrowth -www.netgrowth-al.com - delivers **marketing à la carte** - what you need, when you need it, at a price you can afford. Marketing solutions include strategic planning, market and competitive analysis, business writing, sales collateral, business development, corporate identity, website development and revisions, advertising, press release writing and media placement and trade show services. Our outsourced marketing pros assist companies with a limited or overburdened in-house marketing staff and entrepreneurial start-ups without the expense of hiring a senior level marketing executive and staff. We deliver strategy development, actionable tactics and execution of marketing activities on an as needed basis.

Solutions:

- Marketing Strategic Planning
- Market & Competitive Analysis
- Branding & Corporate Imaging
- Business Development Support
- Web Site Development & Updating
- Advertising & Media Placement
- Trade Shows, Conferences, Corporate Events
- Sales & Presentation Materials
- Media Relations

Mission: NetGrowth's mission is to provide the most targeted, clever and reliable marketing efforts to assist clients in achieving their marketing and sales objectives.

Company Principal: Anne Lieberman-Matchett is a creative marketing and business development executive with over 25 year experience in Fortune class, medium size and start up organizations. She has proven ability to successfully launch and manage new ventures. Lieberman-Matchett has served as a senior marketing executive with companies in the Internet, e-learning, telecommunications, cable, multimedia and video industries including Global Learning Systems, Inc., CSG Systems Inc., Jones Education Networks, Philips Interactive Media, DIC Entertainment, and 20th Century Fox Film Corporation. She holds a BA in Communications from Temple University and an MBA from The Wharton School, University of Pennsylvania.

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Anne Lieberman-Matchett of NetGrowth has served as the Marketing Director for me and for the Center for Customer Focus for two and a half years. During that time she has been responsible for a broad range of marketing and business development efforts. ...In addition to her marketing expertise, I value Anne for her commitment, loyalty, strong work ethic and honest communication. Besides her marketing skills and business acumen, Anne's strongest asset is her total dedication to her client's success. I highly recommend Anne for any marketing, communications and business development efforts.

Howard E. Hyden, President, The Center for Customer Focus

I am delighted to recommend Anne Lieberman Matchett of NetGrowth, Inc. Anne has assisted my company in a number of marketing campaigns, the most recent of which was to completely redesign Skyline's website. This was no easy task, as the site had not had a major revision since it was first created in 1998. Anne managed the project from start-to finish, including sourcing the designer, writing and rewriting the copy, discussing marketing strategy to make sure it was consistent with the company's overall message and brand, and all other necessary details to complete the project. She completed all phases in a timely manner and is a lot of fun to work with. Best of all, the site is working very well in increasing our bottom line.

Skye Griffith, President, Skyline Talents & Events

In addition to the strategy and fantastic ideas, you possess a great network of professionals within the marketing arena... Your counsel and the actual pieces were all completed in a timely and affordable fashion. The completed works were beyond my expectations and I couldn't be happier with the outcome. Thanks again for your professionalism and highest quality personal service. You went out of your way and I truly appreciate the extra effort.

Diana Hutcherson, President, Franchise Pro

Just what we needed Those words fit your unique approach, marketing a la carte, and it was just what we needed. We needed a fresh, shot-in-the-arm update for our marketing program. Our new brochure and folder, with your creative writing and marketing skills, are proving to be effective. Your investigative insights into our particular business helped us create stand-out marketing materials to separate Alcorn & Associates from our competition. Additionally, our new color ad in the Colorado Claims Association magazine is getting rave reviews. Thank you for the wonderful job of coordinating the designer and printer for our sleek new stationary. All on time and at very reasonable costs!

Thomas L. Alcorn, MS, PE, PTOE, Forensic Engineer, Principle

We contracted with NetGrowth to write the copy for our new website. NetGrowth more than met our needs and was a pleasure to work with. She went beyond simply writing text, she helped us uncover ambiguities in how we do business and lack of focus in our targets. We can only say that it was a great experience for us and helped our company significantly. We are extremely happy with the results and recommend NetGrowth whole-heartedly.

Louise F. Gunderson, CEO, Gamma Two, Inc.