

Dedicated to the innovation economy, market2world's PR and product marketing services accelerate growth

market2world can take on a single mission-critical assignment, or the role of an outsourced marketing department for smaller organizations that require just-in-time marketing services

Fast facts

Corporate profile

Established in 2005, market2world is a tech public relations and product marketing company that puts proven experience to work to extend the power of existing marketing teams when they need it most, or acts as an organization's outsourced marketing department.

Why Ottawa

With more than 1,800 Ottawa-based tech companies to work with — most of which have fewer than 50 employees — market2world is well positioned to fill the growing public relations and product marketing needs of these young, ambitious innovators. market2world also takes its community responsibilities seriously within the Ottawa tech community. In partnership with OCRI, market2world produces OCRIRadio.com — a tech business show that podcasts Ottawa's technology to the world.

Business advantage

market2world can take on a single mission-critical assignment, or the role of an outsourced marketing department. Brand names. Logos. Data sheets. Online demos. SEO. Trade show selection and booth design. Lead generation programs including Google AdWords. Customer newsletters. Innovation policy plans. The market2world team assesses client needs and gets the job done.

Bringing fresh ideas and strategic thinking since 2005, market2world communications inc. connects clients with the influencers, stakeholders and markets that matter. Working with infotech and cleantech companies as well as innovation infrastructure clients such as the National Research Council, Ottawa Centre for Research and Innovation (OCRI), and the Ontario Tech Corridor (OTC), market2world is dedicated to achieving success with aggressive, results-focused campaigns.



Canada's Innovation Capital

To the 20th century public relations mix of product reviews, awards, bylined articles and thought leadership success stories, market2world's expert team puts 21st century tools like blogs, podcasts, social networks and search marketing to work in your public relations and marketing campaigns.

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Leveraging decades of experience in both public and private sector organizations, the market2world team is an innovation-savvy group of writers, publicists, Web site developers and graphic designers, who have consistently contributed to triple-digit growth in client leads, Web traffic and overall revenues. The market2world

more...

market2world is positioning for future growth by offering its services to the emerging cleantech sector. Realizing that this market isn't just a great business opportunity, but a necessity to ensure the planet's future, our team is inspired and excited to help environmentally focused companies excel.

multimedia studio is located in Almonte, Ontario, a thriving, historic riverside town filled with high tech startups and artists. Employees enjoy community living and a walk-to-work lifestyle, with easy access to the National Capital Region by car, or to the world by Skype!

market2world takes its community responsibilities seriously within the Ottawa tech community. In partnership with OCRI, market2world produces OCRIRadio.com – a tech business show that podcasts Ottawa's technology to the world. Past OCRIRadio.com guests have included Cisco CEO John Chambers, Microsoft CEO Steve Ballmer, former Celtic House Managing Partner Andrew Waitman and Ventures West Managing General Partner Ted Anderson.

Business advantage

market2world's client successes are the best testaments to the agency's public relations and product marketing expertise:



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"We found market2world, and we're thankful for that. At our last major trade show I did 14 interviews and our products were profiled in another 24 publications, online news portals, blogs, podcasts and radio shows, plus we kick-started 10 new product reviews. Those PR results, along with a very successful search marketing campaign, have helped increase Web traffic by 400% over the last year while working with the market2world team. Awesome."

Alykhan Jetha, CEO, Marketcircle Inc.

"Our company had been focused on product development. When it came time to go to market, our major investor introduced us to the market2world team. Over three months they gave us a new name, logo, Web site, blog and PR program that culminated in a corporate launch now driving great enterprise leads.

When we bring market2world into our meetings, they're welcome as true business partners, not just a supplier. Get these guys. You'll be glad you did."

Bill Beacham, CEO, dominKnow Inc.

"For the same cost of a "conventional" marketing program to create a handful of printed success story brochures, market2world created an integrated blog/YouTube/print template and a multimedia (blogger/print/radio/podcast) launch that has inspired companies to share their tech business triumphs with the world. We've had visitors and leads from over 61 countries. International consulates love this growing economic development resource, and the PR – 20 TV, print, radio, blog and podcast hits – has far exceeded our expectations."

Michael Darch, Executive Director, Ottawa Global Marketing, OCRI

Future growth plans

market2world has established a strong reputation as an industry leader in technology-based public relations and marketing, attracting ambitious, globally focused clients from across Canada, the US, Asia, and Europe.

The company is positioning for future growth by offering its services to the emerging cleantech sector. Realizing that this market isn't just a great business opportunity, but a necessity to ensure the planet's future, the market2world team is inspired and excited to help environmentally focused companies excel.

Contact information

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