

# ULTRA HI DEF MARKETING

## The 5-Step Guide to World Domination in the Tech Industry

The only consistent truth in the world of tech companies is that the landscape will change quickly and often. The question most CEOs have is: In the midst of so many changes, how can I keep my company relevant?

In her book, *Ultra High Def Marketing*, author Coleen Sterns Leith shares her proprietary methods that have allowed her clients to stand out from the competition for over 20 years.

“The days of complacency are over. Your competition is trying everything they can to take your market share. It’s time to execute strategic marketing efforts.”

*Coleen Sterns Leith*

Ultra High Def Marketing provides the proven recipe necessary for start-ups to become industry leaders and to remain atop an ever-changing market. Stop settling for being merely profitable or somewhat competitive and think - Total World Domination.

### About the Author

Coleen Sterns Leith is president and founder of Marketing Matters, an agency working exclusively with small and medium-sized technology companies. For the past 20 years, Marketing Matters has been the agency of choice for companies like Bose and Sharp to launch new technology. Her team has helped take a startup company to \$200 million in sales in seven years and has won 63 design and publishing awards for the work they’ve done.



Working closely with technology clients, Coleen and her team have created over 200 successful product launches and public relations strategies garnering national and international exposure and a dynamic market presence for each of their clients.

Coleen is an active member of the tech community including her work with Consumer Technology Association’s (CTA) Audio Division and TechHome Division, is a CTA Mentor for start-up tech companies and she serves as a judge for the CTA TechHome Mark of Excellence Awards.

Coleen resides in Saint Petersburg with her husband and French Bulldogs.