



# Starr Tincup vice president's management skills aid in delivering metrics to clients

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*Starr Tincup highlights Shawn Franklin's marketing and client management skills*

PR9.NET January 24, 2007 - FT. WORTH, Texas – Starr Tincup, an integrated marketing firm for business-to-business software and services companies, highlights Shawn Franklin's ability to successfully manage Digital Realty Trust, Inc. (NYSE: DLR), one of Starr Tincup's major clients, as well as manage and train others in data management.

Shawn's primary responsibility is managing the Digital Realty Trust account and the team who works to support that account. The team members include web specialists, a creative director, content writers and sales managers. The key projects for Digital Realty Trust include executing the firm's marketing and web strategy, coordinating and executing on marketing activities, customer and market research, customer relationship management (CRM) process and infrastructure maintenance and CRM technology administration.

Throughout 2007, Starr Tincup will utilize a mix of direct marketing, direct response advertising, customer research and trade show campaigns to reach Digital Realty Trust's target market. To drive more leads and generate revenue, Starr Tincup will utilize a direct marketing mix, including direct mail and email campaigns, webinars, pay-per-click and search engine marketing campaigns. Starr Tincup will also use customer and market research to create the most effective advertising and marketing campaigns.

"Shawn's leadership abilities, in addition to his data management and Internet marketing background, make him the perfect point person for this account," said J. William Tincup, principal and co-founder of Starr Tincup.

Shawn also serves as a resource for Starr Tincup, offering consultation on multiple data management platforms to all clients and integration of multiple CRM applications and managing the portfolio of CRM technology partners. He is responsible for maintaining the technology and process that deliver the metrics valued by Starr Tincup's clients.

"Without metrics and reporting, we would be just another marketing firm," said Bret Starr, principal and co-founder of Starr Tincup. "Those metrics would not be possible without data management. Shawn has brought both innovation and efficiency to our firm."

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## About Starr Tincup

Starr Tincup is an integrated marketing firm for business-to-business software and services companies. We help clients market smarter so they drive more revenue with better marketing ROI. Our scope of services includes consulting and planning, market research, sales and marketing infrastructure implementation and marketing program execution.

For more about Starr Tincup, visit their website at [www.starrtincup.com](http://www.starrtincup.com) or read their blog at <http://starrtincup.blogspot.com>.

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