

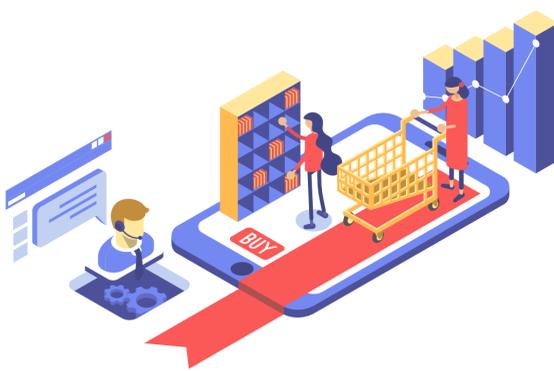


Platform Performance

Before you launch your next campaign it's critical to pick the right platform. Our research has shown that business users are more likely to convert on LinkedIn than they are on Facebook and other social platforms. Make sure you factor in the value of a new client when making CPC decisions. Impressions and total users are not always the metrics that matter most. Facebook likely offer more visibility for your money, but LinkedIn appears to have an edge when it comes to opening new business.

Make it Personal

When it comes to picking the right platform leveraging your personas is critical. Developing accurate profiles is a great first step in connecting with your audience and prospects. During this process, take the time to dig in and understand the platforms and content that resonates. With the number of social platforms increasing every year, it is imperative to understand where your audience spends time and what kind of content wins on that platform. Instagram is no longer all about photos, and tweets with video and pictures engage at a much higher rate.



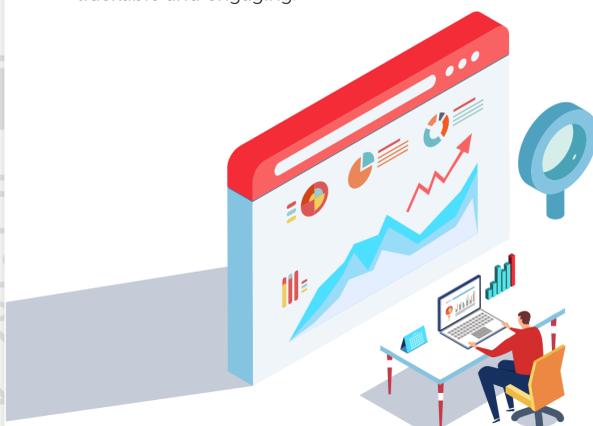
Fully Integrated

When it comes to B2B sales and marketing the lines are becoming increasingly blurry. Breaking down these barriers should be a priority for your organization. Today's buyers are consuming 6-8 pieces of content before engaging with the traditional sales side of the organization. With more options and information out there, your marketing and sales team need to be working together to create a cohesive experience.



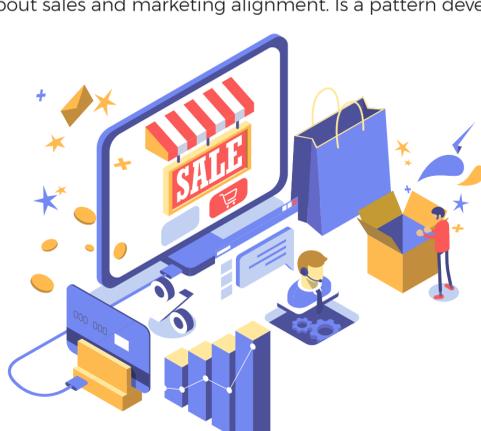
Direct Results

Traditional direct mail can be expensive and ineffective. Marketing Automation + Direct Mail can be a powerful tool for engagement. Leveraging targeted direct mail campaigns to augment existing marketing automation streams can be a great way to get the attention of your top prospects and customers. Additionally, this can be done in a way that makes the direct mail program trackable and engaging.



Account Based Everything

ABM is here to stay, but with the explosion of ABM tools and information it is important to understand what you're trying to achieve. Too many businesses purchase ABM tools without developing the strategy and content to be successful. Detailed company and persona data is necessary to properly target in an account based marketing strategy. The key thing to remember about ABM is it's really about sales and marketing alignment. Is a pattern developing?



We are an end-to-end marketing supply chain company with over a decade of experience in creative, logistics, and everything in between.



Engaging People

Engagement isn't just about finding new customers – it's also about understanding the ones you already have.



Delivering Results

From brainstorming through transport, our team will work tirelessly to make every step of the supply chain as productive – and efficient – as possible.



Exceeding Expectations

Every business has goals. Ours is to make sure you do more than just reach yours.