

STRATEGIC



MARKETING

START YOUR JOURNEY TO PROFIT CENTER MARKETING

# Modern methods. Strategic vision. Marketing that powers high-growth companies.

START YOUR  
JOURNEY  
TO PROFIT  
CENTER  
MARKETING



## A Unique Model Designed to Accelerate Business Growth

**Marketri** isn't an advertising agency, public relations firm, traditional strategic marketing consultant, or freelance specialty subcontractor. We've charted our own course as a B2B strategic marketing consulting and Fractional CMO company that's backed by our formidable outsourced marketing network. Our unique model means we can focus on the strategic big picture, nail the tactical specifics, and measure and improve results.

We've served the B2B market for more than 15 years. Our team members have the same sense of urgency you do and the know-how to keep you moving aggressively toward your high-growth goals.

### MARKETRI SUCCESS STORIES



#### Commercial Real Estate Due Diligence Company

Rebranded, repositioned, aligned marketing and sales, supported two acquisitions and a sale of the company, and drove almost \$5,000,000 in top line revenue.



#### Financial Consulting Firm

Identified target markets, clarified positioning, enhanced brand image, relaunched the company website, executed multi-channel campaigns, and generated a 520% ROI by the third year of the program.



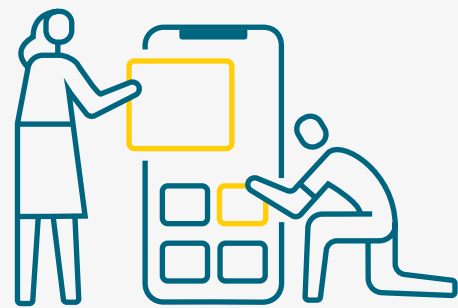
#### Corporate Stress Management Services Company

Rebranded and improved lead generation and organic search rankings resulting in interest from some of the highest profile companies in the country.



## Setting a Foundation

The journey to profit-center marketing must begin with a true understanding of a business and its growth goals. We start by talking to your management team and clients, researching competitors, and analyzing your website and content to get a rounded perspective of your business. We then make recommendations on marketing and offer related suggestions ranging from new service bundles to dropping laggard services for those that best align with differentiators and market demand.



## Charting Your Course

We deliver a comprehensive strategic marketing plan – your marketing roadmap – customized to help you:

- 1 Better define your competitive advantage, target markets, and ideal buyers
- 2 Attract, nurture, and close the buyers that will drive growth
- 3 Get out to market faster and ensure every marketing dollar is wisely spent
- 4 Implement best-fit marketing technology and scale efficiently
- 5 Replace scattershot, trial-and-error tactics with coordinated outreach that produces measurable results
- 6 Leverage marketing best practices
- 7 Structure and staff your marketing department
- 8 Build more productive sales-marketing synergy

Once we've crafted your plan, the Marketri team will hit the ground running to implement start-to-finish solutions. And because we're a one-stop marketing shop with planning, implementation, and measurement resources under one roof, we can bring you unsurpassed value every step of the way.



KNOW WHERE  
YOU STAND  
AND WHAT'S  
COMING NEXT.

## A History of Success

We work nationwide and have collaborated successfully with clients in these industries:



Investment Banking



Financial Services



Private Equity



Management Consulting



Software



Technology



Engineering



Construction



Manufacturing

## Ready for Any Challenge

**Don't see your field listed?** The Marketri team thrives on tackling new challenges. We've also driven results for clients in highly specialized arenas including forensic engineering, vibration control, flexible packaging, class action litigation insurance, commercial real estate due diligence, and corporate stress management services. No matter how "niche" your offering, we'll be speaking your language after our very first meeting.

# Allocate your resources to reach your goals faster.

## The Opportunity Cost of Full-Time

Many high-growth companies know they need a dynamic marketing leader who understands modern marketing methods – one who can ask the right questions, introduce bold ideas, make staffing and technology decisions, chart a course, and own the marketing function over the long haul. But some make a critical error: they hire full-time Chief Marketing Officers (CMOs) too soon, diverting valuable resources from critical marketing outreach to salaries and benefits.

## Fractional CMO

Your Marketri Fractional CMO will provide part-time, senior-level marketing leadership for a fraction of the cost of a full-time marketing executive. Instead of delivering costly, disconnected odds and ends that lead to a strategic brick wall, s/he will ensure you are moving confidently and efficiently toward your growth goals.



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In addition to creating a strategic marketing plan, your Fractional CMO can also help with:

- ▶ Positioning and Messaging
- ▶ Lead Generation Campaigns
- ▶ Marketing Team Structuring and Hiring
- ▶ Budgeting
- ▶ Project Management And More!

# Build the team you need for the challenges ahead.

## Marketing Department Churn

Too often, companies recruit marketing generalists and expect them to build and manage all the elements of a high-growth marketing department—from strategy to copywriting, from technology to design. Today’s marketing is anything but simple; no one marketer can know enough to generate optimal results in every area. If your expectations for your generalist are unrealistic, s/he can easily wind up overwhelmed, overworked, and even out the door.

## Your Outsourced Marketing Network

Your Marketri Fractional CMO can complement your in-house resources with our outsourced marketing network. Depending on your needs, s/he can select and manage experienced specialists with proven success.

EXPERIENCED SPECIALISTS WITH PROVEN SUCCESS IN AREAS INCLUDING



Website Development



Strategic Branding



Marketing Automation



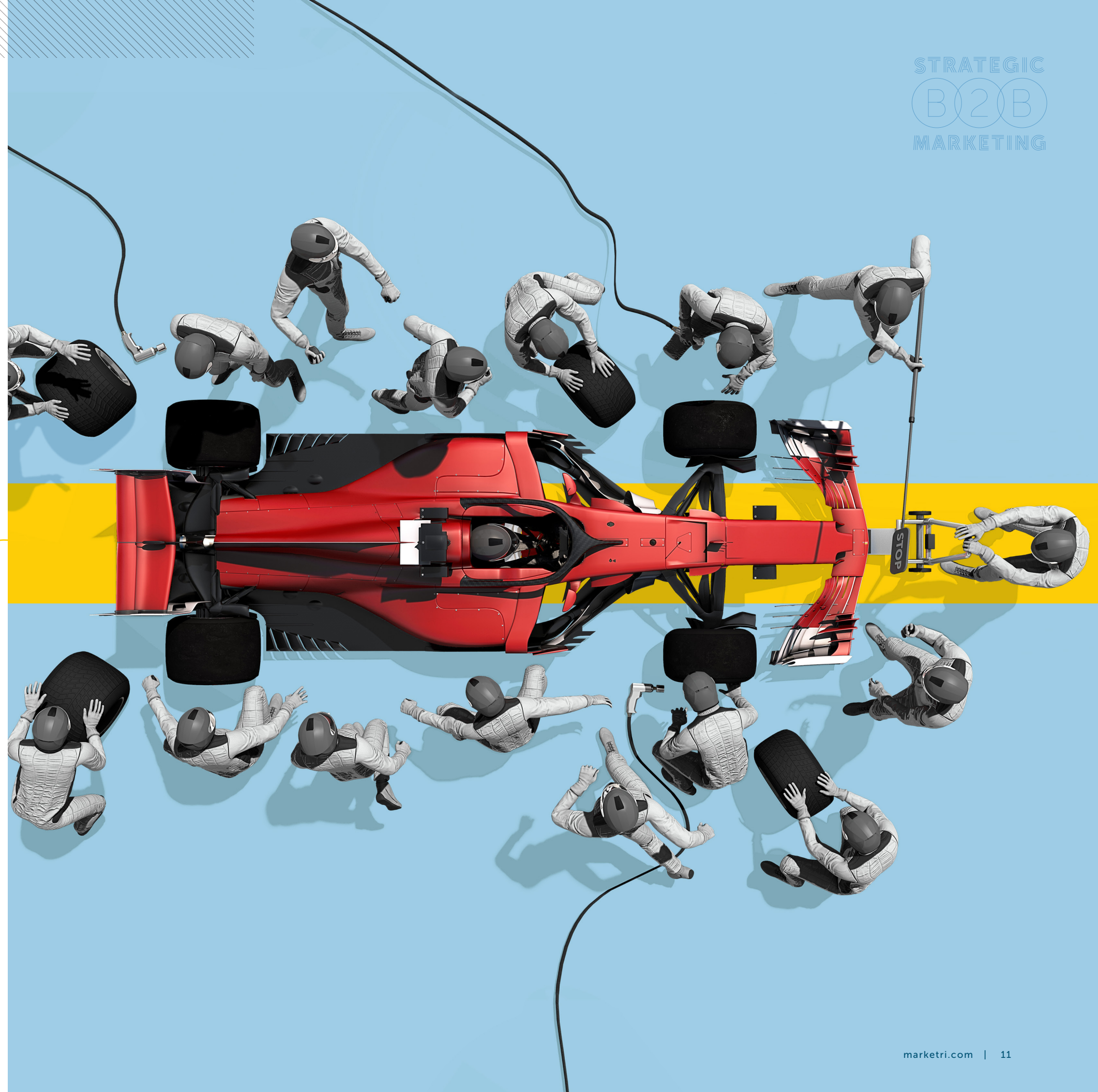
Search Engine Optimization



Marketing and Sales Systems



Content Strategy and Copywriting



## WHAT CLIENTS SAY ABOUT WORKING WITH MARKETRI

"Marketri understands the potential of digital marketing as well as the need for a company to grow at its own pace into a full digital platform. They've been flexible with us and helped us grow. They've changed our reality when it comes to marketing and made us so much better – always with enthusiasm and a new idea. Marketri does things their own way and is making an impact on so many companies. Thank you for 5 great years!"

**Nestor Benavides**  
CEO, EMG (now part of Bureau Veritas  
North America)

"Marketri has been a valuable strategic marketing partner over the past few years. They've helped us with a wide range of marketing projects, including a website relaunch and rebrand, general email outreach, sales decks, cross-selling campaigns, and even general business strategy and sales. We enjoy working with everyone on the team and look forward to continuing our partnership!"

**Nirav Doshi**  
Managing Partner, CDP

"Working with the Marketri team is refreshing. They have excellent strategic experience, can formulate a large-scale plan, and can also implement and manage projects. They work to understand our business and effectively go from the big picture to the details. In my opinion, Marketri offers a great value. We get strategy and detailed execution all in one, at a very fair pricing structure. Marketri's our competitive edge – that is, until you other guys figure it out."

**Bob Solarz**  
Executive Director,  
Delaware Valley Trusts

Ready to start your Journey  
to Profit Center Marketing?

Give us a call,  
or send an email to  
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