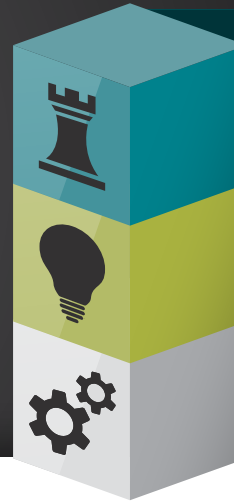




SPEAR MARKETING GROUP

Your Full Stack B2B Demand Generation Agency



STRATEGY

CREATIVE

TECHNOLOGY

What We Do.

No-one needs to tell you that B2B marketing is more technology-driven than ever. But is your agency?

Most firms that call themselves agencies actually fall into one of two camps—either they're creative agencies with limited martech experience beyond basic Web tools, or they're technical consultants with gobs of technical expertise but no creative capabilities or strategic muscle.

Spear is different.

We call ourselves a “full stack” agency because we combine strategic knowledge, technical expertise, and cutting edge creative to make sure you get the maximum return from your marketing dollar.

Plus, we're focused. We don't do branding. We don't design Websites. We're a B2B demand generation agency. We work exclusively with B2B technology companies to help them generate, nurture, and convert leads to revenue. If you need more leads, better leads, or if you need to do more with the leads you have, then very likely we can help.

Who We Are.

Anyone who's ever worked with an agency will tell you that capabilities matter little unless the agency staff is up to the job. And that's where Spear really shines. We pride ourselves on client relationships measured in years, not months, a real rarity in tech circles where job hopping is considered “normal” (even commendable!)

The Spear team blends agency- and client-side experience to deliver collective knowledge, expertise, and capabilities you'll never see in a full-time hire. With Spear you get a powerful combination of demand generation experts, creative savants, media gurus, and technical wizards, all working in concert to help you meet your marketing and sales goals.

Speaking of goals, we measure ourselves the same way you do—results. And when you're a demand generation agency, everything you do is measurable. Sure, people hire us again and again because we're great people and we're fun to work with. But it's the numbers that keep them coming back.

Our Expertise

Account-Based Marketing (ABM)
Content Development
Content Syndication
Customer Marketing
Database Marketing
Email Marketing
Event Promotion
Lead Nurturing
List Acquisition
Online Advertising
Retargeting
SEO/SEM
Social Media
Social PPC

Technology Partners

Marketo
Pardot
Captora
Hubspot
Leadspace
Optimizely
Reachforce
RingLead
TechValidate

How We Work.

Our most successful client relationships—the ones where we add the most value—are those where we're an extension of the client's in-house team. We're happy to be an adhoc, on-demand resource when you need us to be. But to really understand your business, to be able to deliver not just content, creative, and campaigns, but ideas and feedback and the kind of strategic contributions that really make a difference, we strive to be a partner, not just a vendor.

Our client engagements are completely flexible and customized to the needs of a particular client. We can work on a project basis and deliver a defined scope of work for a fixed fee. Or we can work on a monthly retainer if you need more flexibility. Either way you'll have access, through a dedicated account executive (your day-to-day contact and "voice" at Spear) to our team of specialists in creative, demand generation strategy, marketing automation, media, technical production, and much more.

How to Contact Us.

Tom Meriam

VP Business Development
tom@spearmarketing.com
925-338-7743

For more information, samples of our work, and a comprehensive library of resources (ebooks, white papers, videos, Webinars, infographics) on demand generation and other topics, visit the Spear Website: www.spearmarketing.com

"We're extremely happy with Spear in that they've become virtual extensions of our team, helping us execute complex, multi-touch programs on schedule and on budget. Great service, responsive and competitive pricing."

Product Marketing Manager,
Fortune 500 Technology Company

