

## › Agency Backgrounder



### full-funnel demand generation

**Spear Marketing Group** is a full-service B2B marketing agency specializing in demand generation, ABM, and customer lifecycle marketing. We help leading B2B companies generate, nurture, and convert leads to revenue.

Ours is a “full-funnel” approach to demand gen that blends strategic expertise, creative flair, and a deep understanding of marketing technology to achieve measurable results across every stage of the buying journey, from awareness to lead generation to pipeline acceleration to customer advocacy:

- › demand generation & customer acquisition
- › ABM & target account marketing
- › event promotion (ex: Webinars, field events, user conferences)
- › installed base & customer marketing
- › partner marketing & partner communications
- › lead management & lead nurturing

Our collective expertise spans hundreds of engagements over a range of solution categories, industries, and personas. We know what works.

### how we work

Spear engagements are completely flexible and customized to the needs of a particular client. We work on either a project or hourly basis, or a hybrid of the two. We’re happy to be an on-demand resource providing expertise or bandwidth where needed, or a strategic partner that serves as an extension of your own team. Either way, we can “plug in” however works best for your specific needs.

### strategy + creative + technical expertise

Marketing is more technology-driven than ever, and Spear is uniquely qualified to help. As a full-service agency with a dedicated team of Web developers and technology specialists, we’re an ideal resource for companies looking to get more from their investment in marketing automation, ABM, and other martech platforms

Spear’s technology practice includes everything from initial implementation onwards:

- › lead management strategy
- › creative development (emails, landing pages)
- › interactive content (e.g. ROI calculators)
- › turnkey campaign execution
- › systems management & production support
- › system audits & maturity assessment

#### Headquarters

1630 North Main St., Suite 200  
Walnut Creek, CA 94596  
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#### Seattle Office

175 Parfitt Way, Suite N240  
Bainbridge Island, WA 98110

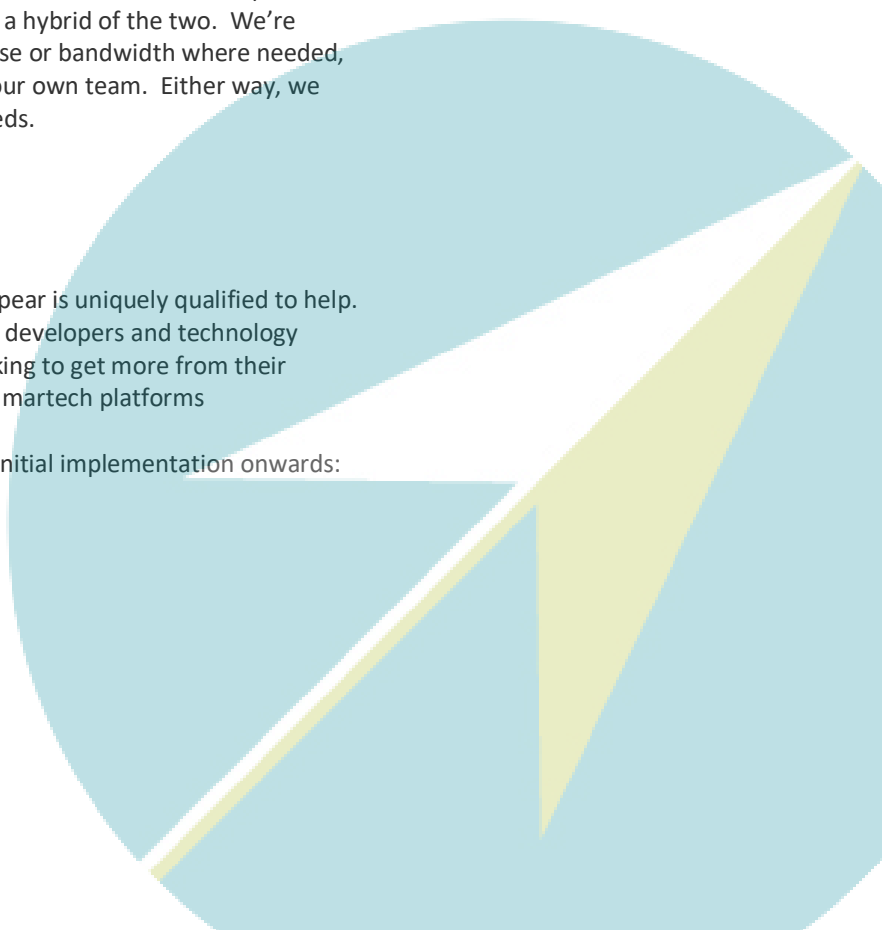
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#### Contact

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## capabilities

Spear provides closed-loop, turnkey capabilities that take the client from initial strategy, creative, content, and media planning, through campaign execution, reporting, and ROI analysis. A partial list of our capabilities includes:

- › messaging & persona definition
- › program & campaign strategy
- › media research, planning, and placement
- › content development
- › copywriting & design
- › campaign execution & program management
- › sales enablement
- › campaign tracking, attribution & ROI analysis

## services

Spear develops, executes, and manages a wide range of demand generation strategies on behalf of our clients. Those services include:

- › Account-Based Marketing (ABM)
- › Campaign Execution
- › Content Development
- › Content Syndication
- › Conversion Rate Optimization (CRO)
- › Customer Marketing
- › Direct Mail
- › Display Ads
- › Email Marketing
- › E-Newsletters
- › Event Promotion
- › Landing Page & Microsite Design
- › Lead Nurturing/Lead Management
- › MDF Programs
- › Messaging & Persona Definition
- › Paid Search (SEM)
- › Paid Social (LinkedIn, Facebook)
- › Partner Marketing
- › Product Launches
- › Programmatic Display
- › Sales Enablement
- › Search Engine Optimization (SEO)
- › Video Production
- › Webinar Content & Promotion

## client list (partial)

- › Amperity / Customer Data Platform
- › Cloudflare / Web Performance & Security
- › Dropbox / Cloud-based File Sharing & Storage
- › Intuit / Online Accounting Solutions
- › RealPage / Property Management
- › SAP Concur / Travel & Expense Management



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"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."