

# GET THE **MOST** FROM YOUR INVESTMENT IN MARKETO.

Strategy. Campaigns. Creative.



**Spear Marketing Group** is a full-service B2B demand generation agency and long-time Marketo partner. We're an expert team of marketing strategists, technicians, and creatives who develop, execute, and manage innovative marketing strategies and programs to address every facet of the revenue cycle, from demand generation to lead nurturing to customer communication.

Banner Ads  
Blog Design  
Content Syndication  
Direct Mail

Email Campaigns  
Event Promotion  
Landing Pages  
Lead Nurturing

Newsletters  
Online Advertising  
Paid Search (SEM)  
Search Engine Optimization (SEO)

Social Media Advertising  
Target Account Campaigns  
Webinar Invitations



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To discuss how Spear can help you get the most from Marketo, to discuss your company's specific challenges or requirements, or to receive a price quote, contact our business development department at [info@spearmarketing.com](mailto:info@spearmarketing.com) or 925-891-9050.

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At **Spear Marketing Group**, we take a unique, holistic approach to client engagements that melds strategic advice, technical know-how, and creative flair to help you get the results you need.

We believe a company that invests in Marketo is not simply looking to get the most from a piece of software. Our approach is about more than making sure you use every feature available to you. Instead, we craft strategies, plans, campaigns, emails, landing pages, and content that fully leverage the power of Marketo and generate bottom-line results.

Our Marketo practice is focused on 3 main areas:

## Strategy.

**Strategy**—developing lead management, database marketing, and demand generation strategies that address specific sales, marketing, and revenue objectives

## Campaigns.

**Campaign development**—developing creative and compelling marketing campaigns that fully leverage the power of the Marketo platform

## Creative.

**Creative execution**—developing innovative, responsive-oriented creative for both online and offline programs including emails, landing pages, display ads, and social media

AT SPEAR, WE ARE NOT JUST TECHNICIANS. **WE ARE NOT MERELY CONSULTANTS.** WE ARE NOT SIMPLY A CREATIVE AGENCY.

# NEED BANDWIDTH, EXPERIENCE, EXPERTISE TO GET THE MOST OUT OF MARKETO?

## WE CAN HELP.

At **Spear Marketing Group**, we offer a wide range of demand generation, customer acquisition, and lead management services, each of which can be customized to a client's specific requirements.

For some Marketo clients, we are an "on demand" resource, ready and available to assist with creative, media, production, Marketo management, and campaign execution when needed.

For others, our team is more of a strategic partner and an extension of the in-house marketing staff. In these scenarios, we contribute not just to the development and execution of individual programs, but also the planning, development, and roll-out of entire campaigns—a new product launch, a major customer event, or a quarterly demand generation plan.

To discuss your company's specific needs, or to receive a price quote, contact our business development department at [info@spearmarketing.com](mailto:info@spearmarketing.com) or **925-891-9050**.



### DEMAND GENERATION

At Spear, demand generation is at the core of everything we do. From demand generation planning to tactical campaign execution, we provide a comprehensive suite of demand generation services that span the entire lead lifecycle, from new lead acquisition to lead nurturing to customer communications. Our expert team of strategists, technicians, and creatives can help you generate the results you need.



### LEAD NURTURING

We're experts in fully leveraging the power of Marketo to create custom tailored lead nurturing programs that help clients get the most out of every lead. We provide a range of lead management services, whether you're looking for a turnkey solution, strategic consultation, or just a creative resource. Looking to take your lead nurturing program to the next level? We can help.



### EMAIL MARKETING

We've designed, executed, and managed successful email marketing programs for a wide range of B2B clients, campaigns that include Webinar invitations, newsletters, target account programs, and more. Plus we're more than just a creative agency. Our turnkey approach includes strategic advice, expert copywriting, world-class design, and best practice advice to make sure your email campaign succeeds.



### PAID SEARCH (SEM)

Spear offers a comprehensive, turnkey paid search service that leverages our unique blend of search experience, cutting-edge demand generation expertise and creative savvy. From bid strategy to landing page design, from Google to LinkedIn, we'll help you get maximum return from your SEM budget every month.



### CONTENT SYNDICATION

Spear offers a turnkey content syndication service—media, creative, vendor coordination—that eliminates the risk, vendor hassles, and ongoing management from PPL programs. We work with a network of more than 3,500 B2B media partners to design, negotiate, and execute campaigns that deliver the leads you want, at the cost you want to pay. We can even have leads load automatically into Marketo, eliminating the normal delays between response and lead follow-up.



### ONLINE ADVERTISING

At Spear, our team of demand generation strategists, media specialists, and creative experts help maximize the value of your online advertising investment. From retargeting to social networks to programmatic ad buys, we'll help your ad campaign break through the noise and generate the type of leads you need.



### MARKETO TUNING & MANAGEMENT

Spear boasts a dedicated team of Marketo specialists and deep expertise in all facets of both Marketo technology and marketing automation best practices. We can help with everything from email templates to lead scoring to revenue models to complex, multi-stage lead nurturing programs. We're uniquely qualified to help you get the most from your investment in Marketo.



[www.spearmarketing.com/marketo](http://www.spearmarketing.com/marketo)