



CREATING DEMAND

It's a daunting task, intricate puzzle and elaborate riddle all wrapped into one. How do you make people want what you have? To find the right answer, first you have to ask the right questions.



WHO ARE YOU TALKING TO?

It all starts with knowing your target. And we're not just talking about basic demographic research. It's gaining real insight into consumers' lifestyles, their wants and needs, and what connects them to your brand.

WHAT WE DELIVER

- ⊕ Consumer research
- ⊕ Buyer Personas
- ⊕ Qualified Target list



HOW DO WE GET THEM TO LISTEN?

Emotion drives all human decisions. With that in mind, we start to build a compelling brand story that resonates with your target(s). What challenges do they face? How can you solve them? Answer the 'WHY', and you'll find your emotional hook.

WHAT WE DELIVER

- ⊕ Brand core
- ⊕ Creative brief



HOW DO WE TELL THE STORY?

Engage. Entertain. Educate. Each of these elements plays an important role in creating demand. Figuring out how and when to dial each of them up at different points is what makes a relevant and convincing story.

WHAT WE DELIVER

- ⊕ Content strategy
- ⊕ Campaign cadence
- ⊕ Marketing automation



HOW DO YOU DISTRIBUTE THE STORY?

There is no shortage of choice when it comes to channels. Choosing the right ones can help you amplify your story and reach your target. Every asset has to be developed specifically for your brand and your consumers.

WHAT WE DELIVER

- ⊕ Landing Pages
- ⊕ White Papers / Use Cases
- ⊕ Video case studies / Testimonials
- ⊕ Live action / animated Videos
- ⊕ Retargeting / display ads
- ⊕ Infographics
- ⊕ Articles and blogs
- ⊕ Email and direct message outreach
- ⊕ Social selling