

## At a glance

Hi, welcome to DemandZEN! We're a digital marketing agency that specializes in demand generation for B2B clients around the world, primarily in the tech industry. If you're in need of marketing services, you've come to the right place. DemandZEN acts as an extension of your existing marketing efforts. We provide strategies, tools, and our own (fantastic) marketing experts to help you fill your sales funnel with leads. We're flexible, too — you decide how much support you're looking for, and we tailor our services to fit your needs.



Whether you're a startup with limited resources or an established B2B company with an entire marketing department, our digital services can help you reach the right audience and start seeing results. We help you integrate marketing tools and tactics to drive pipeline results. Because we also have integrated telesales services that make over 1.5 million calls a year to B2B prospects, we're very familiar with your audience. We leverage best practices for lead management and optimize processes for revenue conversion.



## What makes us unique?

### Flexibility

We don't believe in a "one size fits all" marketing mentality, and as such, we create an approach to fit your desired preferences. We'll help you find your prospects and market your unique product or service.

### Data-Driven Mindset

We take an analytics-based approach to marketing. While creativity is important, you can't rely on beautiful imagery and catchy subject lines alone to attract sales and fill your pipeline. Our data-driven method and emphasis on testing and research makes us unique.

### Person Over Product

Our core values are very important to us. Of course, DemandZEN tackles every task aggressively and with your success top of mind, but we never lose sight of our beliefs. We're family-oriented and value diversity, effective communication and owning one's results.

# What makes our experts fantastic?

- We live and breathe marketing automation tools, CRM software, PPC platforms, SEO, and content creation
- Our team is certified across many marketing platforms
  - Google AdWords certified
  - HubSpot Certified Agency Partner
- Our writers create high quality content across many different industries and technology sectors — we've been featured in DZone, InfoQ, and Opensource
- We strive for personal and professional growth at DemandZEN, so each team member regularly undergoes training classes and certification programs

## Services we offer



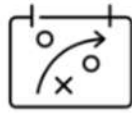
### Lead Generation

Our team practices the best of inbound and outbound lead generation to fill your sales funnel



### Sales Optimization

We make over 1.5 million dials a year and have optimized every part of the inside sales process



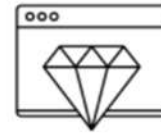
### Marketing Strategy

We identify your target audience and develop messaging specific to your buyer personas



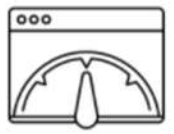
### Content Creation

We review all existing assets, identify any gaps, and develop quality content for top-of-funnel leads



### Website Services

Our team helps refine and optimize your company website for maximum lead generation



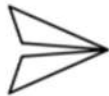
### SEO

We conduct technical SEO audits, improve your search rankings, and detail how you stack up to competitors



### PPC Advertising

Our team develops PPC ad campaigns across all major platforms including Google, LinkedIn, and Facebook



### Content Syndication

We manage content syndication programs from conception through execution



### CRM Audit

We review your CRM data and make actionable suggestions to optimize your sales process



### Email/Drip Nurture

Reaching people in their inbox is as important as ever for a full channel experience



### Project Management

DemandZEN manages projects, organizes tasks, and helps your team hit deadlines



### ...And More

## Who is the best fit for us?

- B2B companies looking to accelerate their marketing results while mapping them to measurable pipeline
- Companies looking to achieve omni-channel digital marketing efforts
- Companies focused on creating optimal content and customer experience