



INTEGRATE & CONQUER



**The world of  
B2B marketing  
has changed.**

If you're not the lead dog,  
the view never changes.

**CHANGE  
YOUR VIEW.**



# INTEGRATE & CONQUER

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Lead generation is the core of our marketing success. MoJo Active’s integrate & conquer approach has produced consistent results.

**JOSHUA T. MONTLER, PRESIDENT  
LEE INDUSTRIES, INC.**



# WE ARE VERY CLEAR ON WHAT YOU NEED FROM US:

## UNAWARE

Research  
Branding  
Email  
Pay Per Click  
Social Media  
Direct Mail

## AWARE

Web Development  
Apps  
Literature  
Visitor ID  
Remarketing  
Ecommerce

## INFORMED

Blogs  
Email Nurture  
Whitepapers & Infographics  
Content Marketing

## CONVINCED

Sales Process  
Support  
Presentations  
CRM Integration

## CUSTOMER

Cross Sell  
Up Sell  
Customer Portal

Find people who don't know you exist and turn them into **Customers.**

We accomplish that with the right combination of **FOCUS, STRATEGY, & EXECUTION.**

# Focus On Results.

If we're wildly successful, what actually happens?

- Increase Sales?
- Grow Geographically?
- Introduce New Products?

## What's On Your List?

The key is to define what success looks like for you.



# Develop Your Strategy.

If you don't know where you're going, any road will take you there.

- **Marketing Workshop**  
based on Lean Manufacturing principles.
- **Research**  
insights that redirect your thinking.
- **Branding**  
understand who you are, from the inside out.  
(hint: it's not a logo)

This process creates the foundation you need for success.



# Clever, Precise, and Effective **Execution.**

## Execute.

We make sure the messaging, design, and development sync perfectly with the goals we defined and the strategy we developed.

## Measure.

We build measuring sticks into everything so we can document the results and show you the ROI you are achieving.

**It's not rocket science.  
But it is complex.**

It takes a team of experts to  
make it all work together.

## Refine.

We act on the analysis to ensure continuous improvement. That's how we know we're doing more of what works and less of what doesn't.

## Analyze.

Software reporting tools only provide data. You need the insights of a specialist to turn that data into actionable business intelligence.

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# Full service marketing solutions.



Marketing  
Strategy



Lead  
Generation



Branding & Logo  
Development



Web+Mobile



Advertising



SEO+SEM



Social Media



Email Marketing

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Ready to start filling your funnel with leads that will drive your sales process?

**Let's Talk**

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