INTEGRATE & CONQUER
The world of B2B marketing has changed.

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

CHANGE YOUR VIEW.
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:**

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<tr>
<th>UNAWARE</th>
<th>AWARE</th>
<th>INFORMED</th>
<th>CONVINCED</th>
<th>CUSTOMER</th>
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<tr>
<td>Research</td>
<td>Web Development</td>
<td>Blogs</td>
<td>Sales Process</td>
<td>Cross Sell</td>
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<td>Branding</td>
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<td>Email</td>
<td>Literature</td>
<td>Whitepapers &amp; Infographics</td>
<td>Presentations</td>
<td>Customer Portal</td>
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<td>Pay Per Click</td>
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<td>Content Marketing</td>
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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.

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.

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

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

It’s not rocket science. But it is complex.
It takes a team of experts to make it all work together.
Wondering if it works? 
Ask these folks.
Full service marketing solutions.

- Marketing Strategy
- Lead Generation
- Branding & Logo Development
- Web+Mobile
- Advertising
- SEO+SEM
- Social Media
- Email Marketing
Ready to start filling your funnel with leads that will drive your sales process?

Let's Talk
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