



Know your customers, craft an effective marketing blueprint and drive leads.

Andrew Perry is your **Marketing Thought Partner**; as strategic as a marketing consultant and as results driven as an operator. From concept to execution, we help mid-sized b2b organizations in advanced manufacturing, technology and financial services focus on demand generation, combining foundational marketing strategy with today's digital marketing tools like search engine optimization (SEO), marketing automation and inbound content marketing.

GET STRATEGIC GUIDANCE TO MAKE SMARTER DECISIONS

Wondering which customers to focus on, what content you need, or how to distill your brand into a few key points? Our strategic guidance is founded in years of executing on marketing campaigns that drive results.

"74% of B2B buyers conduct more than half of their research online before talking to a salesperson.

(Source: Forrester)

JUMPSTART YOUR MARKETING

Inhouse? Outsourced? Which is best? With Andrew Perry you don't need to choose. Our expertise enables us to jump in with two feet at any stage, whether you've got a team in place or are just starting to build.

"9 out of 10 B2B buyers say online content has a moderate to major effect on purchasing decisions.

(Source: CMO Council)

MAKE A CRITICAL INVESTMENT

With changing buyer behaviour and increasingly competitive business landscape, marketing should play a significant role in any b2b organization's sales cycle. As your marketing thought partner we help you:

- Communicate your strategy and tactical plan consistently across the organization;
- Create profiles and messages that resonate for your unique buyers; and
- Define the content you need for each stage of your customer's decision journey to increase your marketing qualified leads.

Amplify your marketing - *without* the headcount

Strengthen your marketing strategy with any combination of our strategic services - take action in as little as 4 to 6 weeks.



STRATEGIC WORKSHOPS

Kick-start Your Marketing Efforts

Our productive and engaging workshops have clear deliverables with a focus on defining the critical foundational marketing elements to succeed:

- Marketing blueprint
- Brand story
- Customer personas
- Journey mapping
- Content Architecture



CHIEF MARKETING OFFICER ADVISORY SERVICES

Get a Fresh Perspective on Your Marketing Strategy:

Our Chief Marketing Officer (CMO), on demand, service leverages digital marketing and B2B expertise to provide objective, accountable perspective on your inbound marketing/demand generation efforts.



STRATEGY PROJECTS

Access More Fulsome B2B Marketing Help:

We offer customer experience driven, project based strategic marketing services for brand awareness, lead generation and retention.

Ranging from Social Media strategy to Content strategy, our advice is grounded in B2B expertise across a breadth of industries.

Who are we?

We are the right combination of business strategy and marketing acumen, sprinkled with a passion for great customer experiences. At Andrew Perry we love helping our clients solve their marketing challenges by engaging around a topic, idea, problem or opportunity.

True innovation comes from thinking about a problem or solution in a new, unique way, and this is where a **Marketing Thought Partner** thrives. From harmonics mitigation and software tech to online start-ups and home furnishings, our ability to see patterns and connect the dots across industries results in better, customer centric marketing plans for our clients.

Sometimes a fresh pair of eyes is all it takes.

Your Marketing Thought Partner™

