



## A Different & Better B2B Marketing Firm Equipped for a Wide Range of Challenges

Thanks to 25+ years of experience  
and an extended team of experts

Bolt on client-experienced marketing expertise when and where you need it

### strategic marketing



- Industry & market analysis
- Market segmentation
- Competitive comparisons
- Stalled growth assessment
- Strategic planning
- Organizational execution
- Strategic partnerships / M&A

### sales channel programs



- Go-to-market strategy
- Channel partner programs
- Sales promotions & tools
- Lead qualification & follow-up
- Product sales training
- CRM systems
- Sales process improvement
- Sales meetings

### product management



- Voice-of-customer
- New product innovation
- Product naming
- Industrial design
- Market launches
- Portfolio planning
- Sales forecasting
- Product selection software
- Product management training

### marketing communications



- Integrated marketing planning
- Brand positioning
- Digital marketing strategy
- Web sites & social media
- Technical content creation
- Name changes
- Sales literature
- Media planning & buying
- Tradeshow booth design
- Employee communications
- Public relations
- Special events & meetings

Feel free to contact us. We would enjoy learning about your business and providing a no-obligation proposal to support your marketing performance.



## Proven B2B Marketing Results

Across a variety of global  
and domestic markets

manufacturing | industry | building materials | energy | communications | engineering

why work with the  
broadband marketing group?



1. Established with client feedback and run by former clients, we know how to effectively and efficiently work with you.
2. Our thorough marketing performance assessment and understanding of your business uncover the real root causes of your B2B marketing challenges.
3. We take an unbiased approach to recommending the right marketing solution to your business. We have no predisposition toward advertising, sales promotions or other marketing solutions.
4. Unlike consultants, we execute projects for you. In fact, change management and implementation are as key, if not more critical, than a perfect strategy.
5. When marketing competencies and skills don't reside in-house, we tap into our network of marketing experts to bring you the best resource to work on your project.
6. No project is too big or too small. From a simple white paper to a new product initiative to strategic growth planning, we scale up or down to your exact needs.
7. Founder, Paul Landgraf, provides clients with 20 years of marketing insights from leading B2B companies such as Pentair and Andersen Windows as well as 11 years at Campbell Mithun Advertising.
8. You receive complete relationship continuity for the life of your marketing project. There are no hand-offs to junior staff or people you didn't expect.
9. We are a virtual marketing firm. So there are no major overhead costs which keeps our fees reasonable.
10. We offer a Client Satisfaction Guarantee. If you are not 100% satisfied with your project, we will work up to 50 hours in unbillable time to make it right.