

**ESSENTIALS**

Founded: 1998  
Practice: Full service B2B marketing firm  
Ownership: Privately held by founders  
Location: La Grange, Illinois

**FOCUS**

Every customer is on an individual and evolving journey. The most effective marketing is as fluid as the customer journey itself. At Boomm B2B Marketing we believe your customer’s unique path should dictate your approach. Their actions will reveal the interests, motivators and pain points that matter most. You can use those insights to start a meaningful dialogue in real time. And you can keep relevant information flowing through the channels that your customer prefers. As a result, your customers and prospects will be engaged, informed and ready to take action. And your business will be the logical, effective and natural way to go.

**LEADERSHIP**

Gary Mattes, Founder and Chief Executive Officer  
Lisa Ryan, Founder and Partner  
Patrick McAuley, President

**SERVICES**

- Brand Strategy
- Content Marketing
- Direct Mail
- Email
- Inbound Marketing
- Integrated Campaigns
- Media Planning
- Market Research
- Public Relations
- Sales Promotion
- Social Media
- Video
- Websites

**INDUSTRY EXPERTISE**

Foodservice, Manufacturing, Technology, Packaging and Materials, Business Services, Financial Services





**CLIENTS**

Baker Tilly, Conagra, Coroplast, Coveris, Fontanini, Industrial Steel & Wire (ISW), Kellogg’s, Magnetrol International, MPS, OSI Group, Produce Pro Software, RhinoDox, Solvaira Specialties, StandFast Group, Thomson Industries

**CONTACT**

**t:** 708-352-9700  
**e:** [gary@boomm.com](mailto:gary@boomm.com)  
[pat@boomm.com](mailto:pat@boomm.com)  
**w:** [boomm.com](http://boomm.com)

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