

Take your  
campaigns from



clutter  
to clarity



# The sound of impact

You know that moment when a great idea hits you?

Or when inspiration strikes, revealing the solution to your problem?

# BOOMM

Our integrated business-to-business marketing services agency is dedicated to uncovering those insights that

**build your brand  
and boomm  
your business.**

Want to hear more about Boomm, or check out our work portfolio and case studies?

**Click on!**  
**[www.boomm.com](http://www.boomm.com)**

## Full service. Full on.

- Advertising
- Brand Strategy
- Content Marketing
- Digital Engagement
- Demand Generation
- Direct and Email
- Integrated Campaigns
- Inbound Marketing
- Media Planning
- Package Design
- Printing
- Promotional Products
- Public Relations
- Sales Promotion
- Social Media
- Video
- Websites

Nothing about a marketer's job is easy these days. Getting fresh, forward-thinking insights for your front-end brand strategy is critical. But so is sorting out the dizzying array of new tactics and analytic tools that drive back-end execution.

**Boomm Marketing & Communications** exists to help our clients cut through the complexity. Our mission is to help you navigate emerging marketing tools and splintering media channels to create a direct path to customers. And once you've made the connection, to earn their trust through relevant dialogue.



## Go to market smarter

We start every assignment by separating the clutter from the campaign, building a strategy based on measurable goals and deploying engagement tools that drive performance.

Successful marketing strategies start at the intersection of your customers' needs and your brand's value. We get you there by accessing market intelligence, establishing a vital brand position and mapping your audience segments to create meaningful messaging:

### Step 1: Build

#### Creative Platform –

Strategic brand communications with true stopping power

#### Market Mapping –

One message-doesn't-fit-all market segments and buyer personas

#### Brand Positioning –

Distilling market insights into ownable brand opportunities

#### Knowledge Sourcing –

From competitors, internal knowledge silos and the voice of the customer

You've nailed a game plan, now it's time to engage customers with inbound marketing tools and techniques that parallel their behaviors and pinpoint their information needs in the decision-making cycle:

### Step 2: Boomm

#### Get Found –

Be top of mind when your customer is defining needs

#### Engage –

Offer compelling, high-value content as your customer is identifying a solution

#### Convert –

Seal the deal when your target is identifying a solution

#### Close the Loop –

Measure and refine marketing performance, while you deepen customer relationships



## Boomm town

As our name suggests, we're ready to make some marketing noise for your brand. With more than 15 years of experience, a sole focus on B2B marketing and numerous awards for our strategic and creative client solutions, Boomm has proven expertise in delivering foundational marketing strategy combined with next-generation engagement tactics.

Our lean structure consists of essential professionals at the top of their craft, well versed in managing the needs of B2B clients both large and small. We maintain a strong network of relationships with partners who add on-demand flexibility and expertise – and not the overhead of big agency structures. Whether you prefer to work with us on a per-project or account retainer basis, your success is our all-consuming goal.

The logo for BtoB Magazine, featuring the letters 'BtoB' in a bold, black, sans-serif font. The 'o' is replaced by a red circle with a white outline, and the 't' is in a smaller, lowercase font between the two 'B's.

Consecutive Honors  
as a Top Agency  
from *BtoB Magazine*



“Boomm’s unique strategic approach to our category revealed remarkable insights that allowed us to leverage our competitive strengths against unmet customer needs. The Boomm team dove deeper and reached further – not only did they bring a wealth of foodservice market intelligence to bear, but through in-depth interviews at all levels of our organization they were able to uncover relevant brand assets that served to define our go-to-market strategy.”

Alison Kovaleski  
Director Marketing and Communications, Foodservice Sector

## Marketing automation for measurable results

Generate leads with SEO and social media. Nurture multiple target audiences with email and blog content. Track and report results. Meet – and beat – your strategic goals. Boomm has joined forces with HubSpot, a global leader in inbound marketing, to give our clients access to proven marketing automation solutions.

Our decades of experience in traditional B2B brand strategy, combined with a state-of-the-art marketing automation platform, give you the opportunity to take your campaigns to the next level.

- Search engine optimization
- Email lead nurturing
- Automated lead management
- Social media
- Blogging
- Landing page creation
- Dashboard and deep-dive analysis
- CRM integration

“Boomm’s knowledge of local and national market trends and their understanding of our business needs led to a spectacularly successful campaign. They set a strategy and executed a plan that resulted in high-impact press placements and high-profile media appearances. Their campaign built our bottom line and helped differentiate our company in a highly competitive marketplace.”

**Matt Berglind**  
Communications Manager, Packaging Sector



CERTIFIED PARTNER

### Our clients

Boomm serves leading B2B companies across a wide range of market sectors:

- Allied Blending
- Becker Professional Education
- Brookfield Zoo
- ConAgra
- Coveris
- Cabot Microelectronics
- Coroplast
- Fontanini
- Industrial Steel & Wire
- Kellogg’s
- Kelpac Medical
- Magnetrol
- McCain
- National Pasteurized Eggs
- OSI Group
- PeopleScout
- Pierce Chicken
- RhinoDox

## Ready to get your business boomming?

Learn how we can help build your brand and boommm  
your business. Contact Gary Mattes at **708-352-9700**  
**x222** or connect with us online now:

[www.boomm.com](http://www.boomm.com)



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