

# Top Pursuit Marketing™

We turn marketing from an expense into an investment that generates a return.

How? We focus our attention on your most valuable prospects.

## DISCIPLINES

- > **Named Account Marketing**  
*Focused marketing pinpointed to a small number of key prospects.*
- > **Key Account Cultivation**  
*Growing current accounts to their full potential.*
- > **Market Focus**  
*Using deep market knowledge to capitalize on gaps.*
- > **Sales Enablement**  
*Aligning marketing & sales to drive value-oriented conversations.*
- > **Lead Generation**  
*Fueling the machine that drives high quality leads to sales.*

## CAPABILITIES

- + Campaign strategy
- + Storytelling & content strategy
- + Paid search
- + Search engine optimization
- + Media planning & buying
- + Display advertising
- + Social media marketing
- + Marketing automation
- + Email marketing
- + Tracking & analytics
- + Custom website design & development
- + Video production

## STRUCTURE

Members of our account, creative, technology and audience engagement groups become team leads on your account. They're dedicated to learning your business and driving results. Unlike other agencies, we don't watch the clock and time track. Instead, we work with allocation models that let us adapt quickly to your changing needs. **We're nimble and collaborative.**

## SELECT CLIENTS



east west partners

