bw COLLECTIVE

Capabilities deck

Experts in launching brands and crafting custom communications.

We make connections that matter.

Who we are

We are more than just a boutique marketing agency; we are storytellers and connectors deeply rooted in the B2B industry. Our approach goes beyond traditional marketing – we focus on educating and forging meaningful connections. We're dedicated to crafting compelling stories that not only reach but actively engage your audience.



Our mission

To guide your brand on an impactful journey of growth and success, where creative storytelling meets strategic execution. With us, your brand's story unfolds in a way that captivates, resonates, and delivers results.

Our expertise

Our team brings a wealth of experience in launching brands, crafting personalized communications for over 35,000 customers, and ensuring strict compliance and legal integrity in every campaign we do.

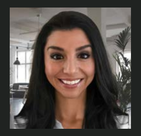
We're passionate about creating connections that resonate with audiences and drive our clients toward their goals.



Brittney Weber
Founder, Chief Strategist



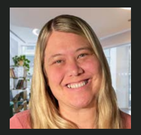
Breann Phillips
Marketing Manager



Tara Tagli-Lassin
Brand/Marketing Operations Director



Laura Livingood
Salesforce Certified Developer



Alyssa Fuller
Creative Designer

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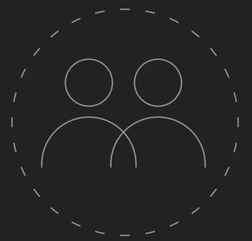
Our approach

Our approach is understanding your unique B2B niche and delivering marketing strategies that are as smart as they are creative. We're committed to helping your brand connect deeply with your audience, fostering growth, and securing a strong position in the market.



With BW Collective, you get more than just marketing expertise; you get a dedicated partner ready to take your brand to the next level.

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Our services



Strategy

A blueprint for your marketing master plan



Websites

Captivate & convert



Social media

Creating engaging connections



Tradeshow and sales support

Collateral that closes



Design

Evolving and elevating brands



Marketing tech & data

Data-driven decisions



Content & copy

Your words matter



Company communications & Public relations

Right message, right people, right time



Paid media

Make every click count

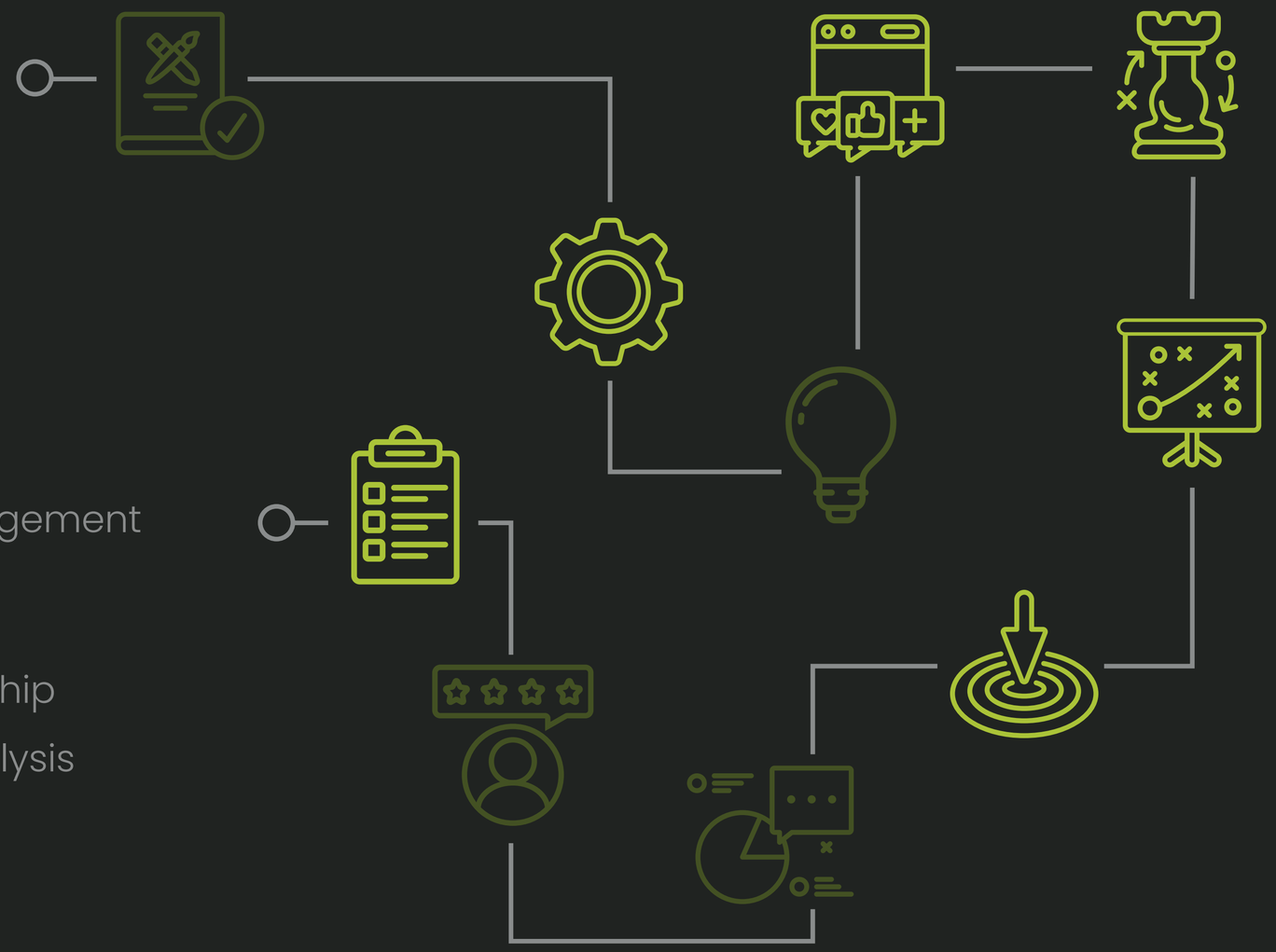
bw COLLECTIVE

Our services

Strategy

A blueprint for your marketing master plan

- Go-to-market
- Social media
- Branding
- Growth campaigns
- Customer engagement & deepening
- Content & thought leadership
- Competitor analysis



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Our services

Websites

Captivate & convert

- Development
- Wix & Wordpress
- Copy & design
- SEO
- Maintenance & support

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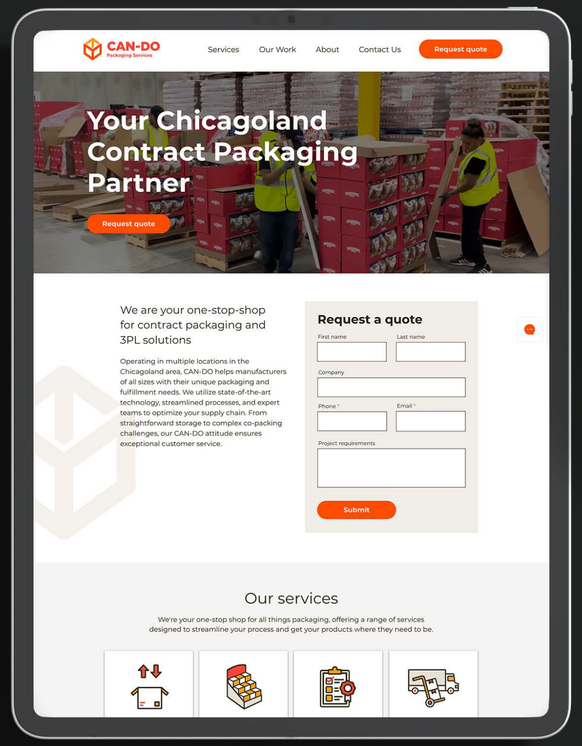
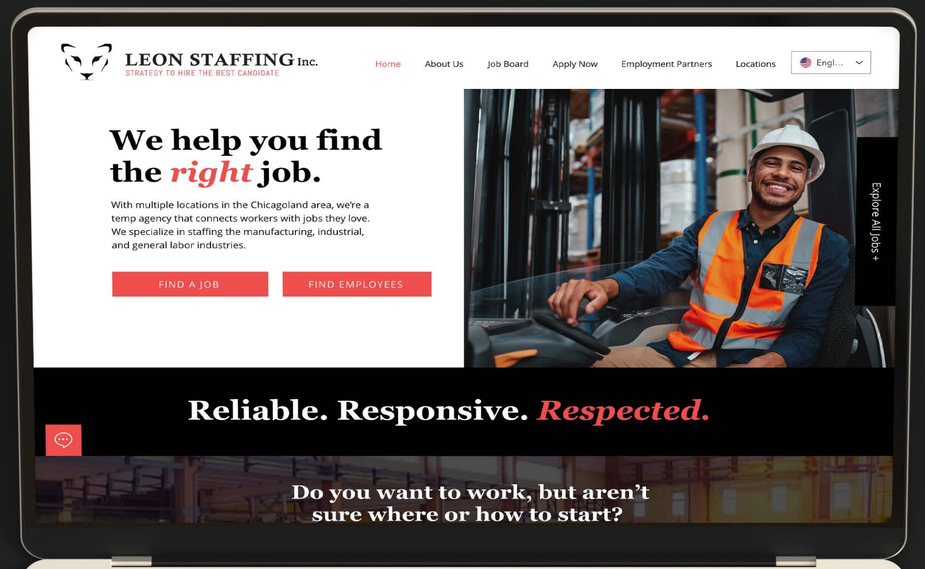
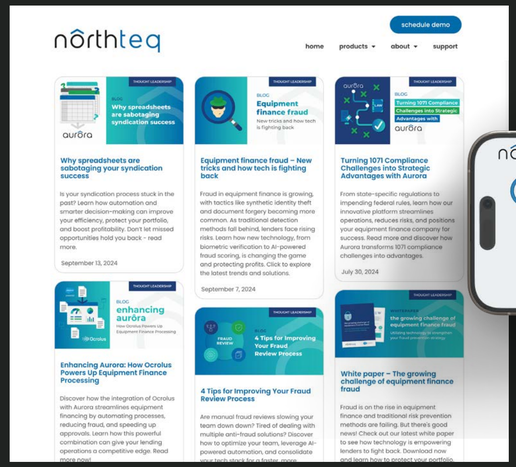
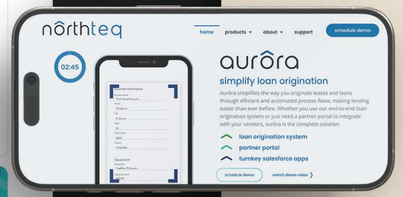








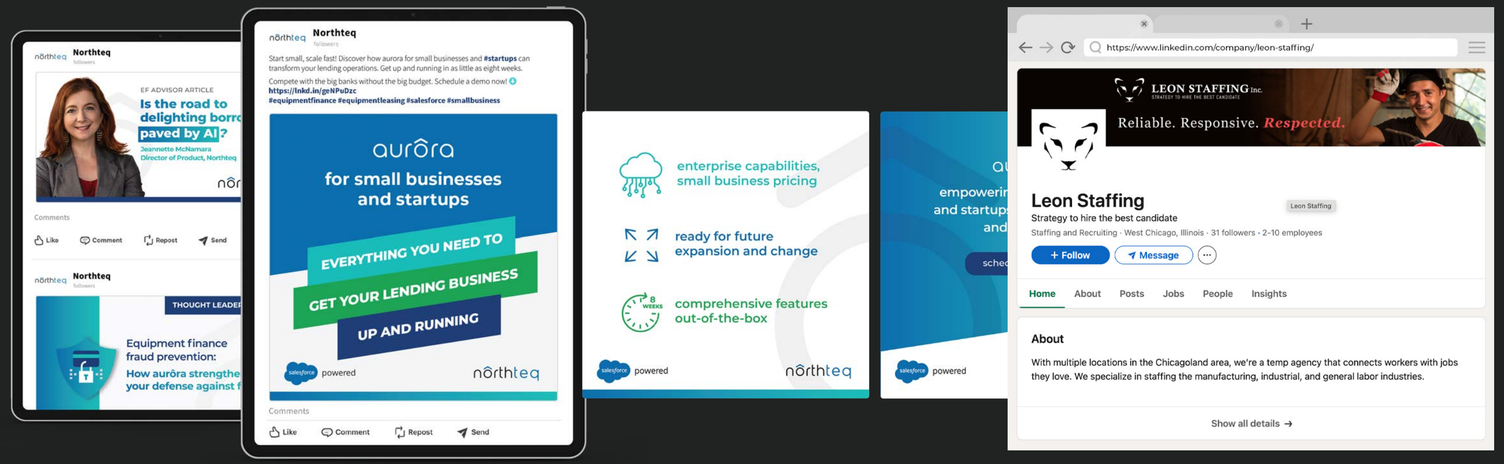


Our services

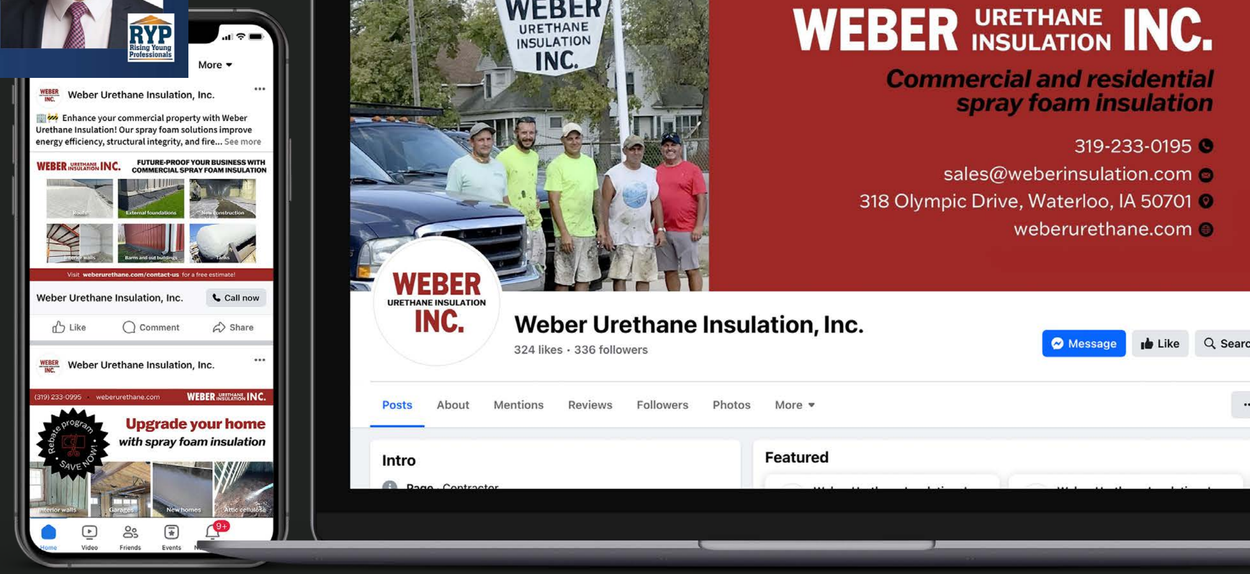
Social media

Creating engaging connections

- Post creation & execution
- Community building
- Social listening
- Brand engagement
- Omnichannel presence







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Our services

Tradeshow and sales support

Collateral that closes

- Sell sheets & brochures
- Trade show coordination & engagement
- Email automation
- Client & prospect engagement
- Swag that sways
- Slide decks

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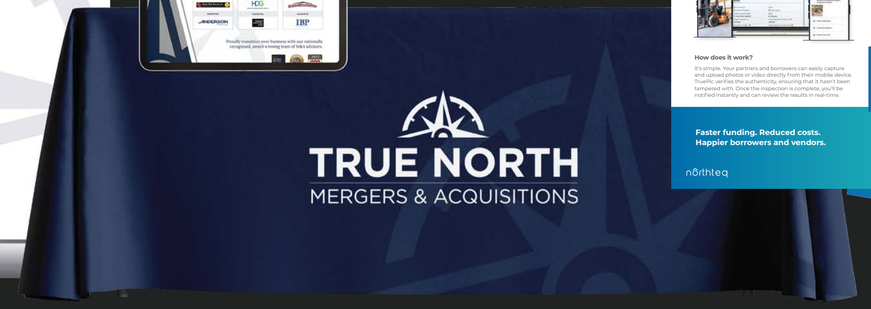

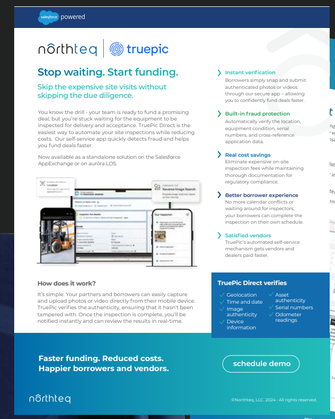



Our services

Design

Evolving and elevating brands

- Branding & visual guidelines
- Marketing collateral
- Custom mailers:
  Sending mail that gets opened
- Digital media and ads
- Video production
- Integrated campaigns



Section 1071 *Wonderful*

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Our services

Marketing tech & data

Data-driven decisions

- Salesforce & Pardot implementation
- Custom reporting dashboards
- Automated customer journeys
- GA4 analytics
- Trade show reporting

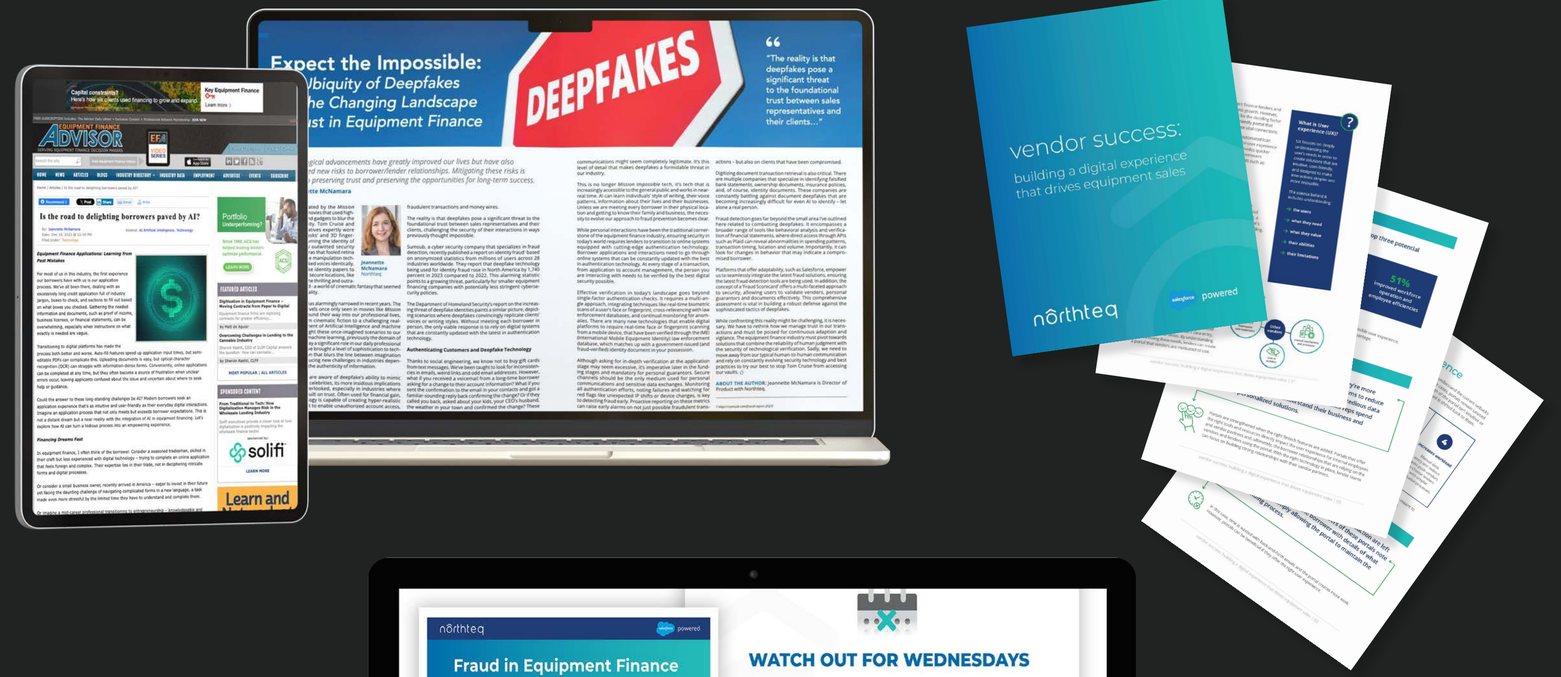


Our services

Content & copy

Your words matter

- Conversion copywriting
- Content writing:
  - Blogs, industry articles, white papers & case studies
- Brand voice



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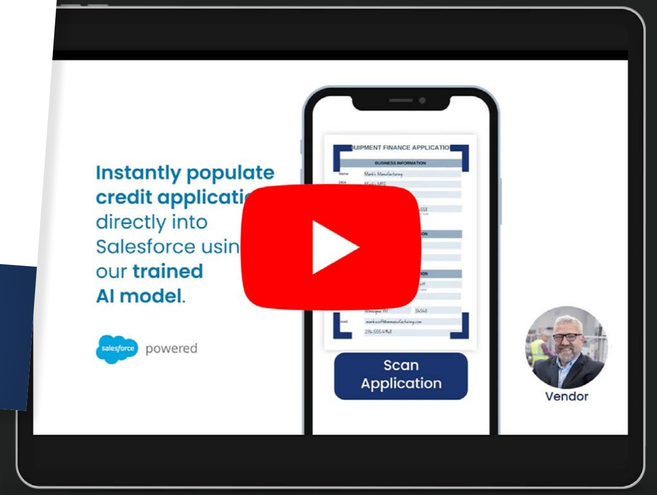
Our services

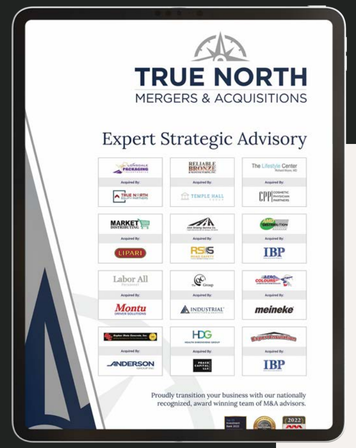
Company communications & Public relations

Right message, right people, right time

- Press releases
- B2B niche industry specializations
- Media relations
- Event promotion
- Mergers & acquisitions









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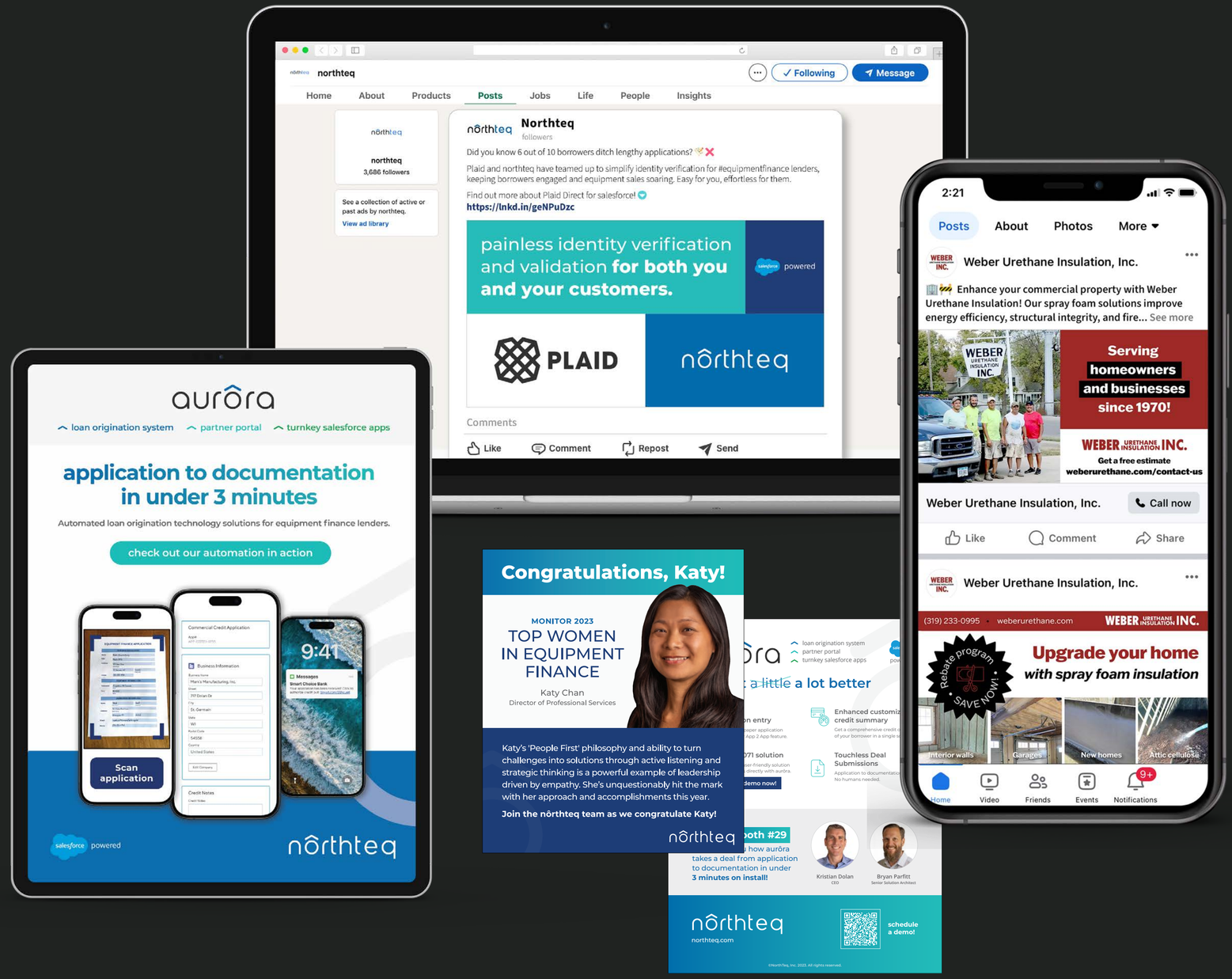
Our services

Paid media

Make every click count

- Media buying
- Ad creative - print & digital
- PPC



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Contact us

Connect with our expert team for your innovative marketing solutions.

Let’s make connections that truly matter.

bwcollective.co

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