

BUILDING OUR BRAND, WITH PURPOSE.

Forward-thinking. Unique solutions. Real results.

In 2011, three former colleagues developed a fully integrated marketing strategy as hired as freelancers in a business in Syracuse, New York. After exceeding KPIs, and leveraging the success of their initial project, the entrepreneurial flame was ignited for a truly unique business model. Now, after

nearly a decade of sustained innovation (and widening reach), our firm is an authoritative voice in marketing leadership for our partners. We have built our brand as a matter of trust; building it, sustaining it, and proving it time-after-time. Since, and today, we build relevant brands with purpose.

THREE SIGNIFICANT NUMBERS

89%

Clients are our currency; they are the lifeblood that keeps us in business. So we work hard to keep them satisfied.

\$10M

Net budget planning, managing and executing mainstream and digital media throughout the US.

56

Power in selectivity in absolute service, finding the right clients & partners who dig deeper and work harder.

MARKETING LEADERSHIP



Business-to-Business

82% of buyers of our clients see their customers make a business decision based on customized content.



Business-to-Consumer

70% of our clients customers want to learn more about products through content versus traditional ads.



Non-Profit

Instagram is our fastest-growing social media platform with a 44% increase in followers.



Did you know? Our continued growth in content marketing has reached its highest percentage of billing in our agency. Our social listening is winning!