

bodi Marketing

digital marketing and demand generation

Virtual Marketing
Office - VMO

OUR BUSINESS IS GROWING YOURS

Meet the marketing firm that gets you

HOW WE WORK

We allocate a dedicated team to develop a clear understanding of your business, your competitors, and your target audience. Their job is to throw out the tech-talk and jargon and communicate the value your services deliver – to the people who need to know about them.

WE BECOME YOUR VIRTUAL MARKETING OFFICE

Every modern business needs a CMO-level expert to lead their marketing efforts plus a team to implement the strategy.

To staff a full marketing team of content, graphics, web, digital, and analytics personnel is cost prohibitive for many businesses and non-profits.

For less than hiring a team of in-house marketers, you can hire our team of veteran marketers with expertise across all marketing disciplines: strategy, branding, content, graphic design, web, PR, social media, and analytics.

When we become your VMO, we'll allocate a designated team that delivers high-quality marketing solutions, personalized attention, and outstanding support – all within your budget.

FRESH PERSPECTIVE

What we are best at is learning about your business then applying our unique, unencumbered point-of-view and fresh thinking to the way we translate what you do and why it's valuable to your customers, partners and influencers.

INDUSTRY KNOWLEDGE

We assemble dedicated teams with specialized industry and domain knowledge as well as specific tactical marketing skills to work alongside your team to grow your client base, optimize each purchase, and increase the number of times they buy from you.

FLEXIBILITY

Our VMO is our most popular and cost-effective option but we also offer a comprehensive à la carte menu of services and month-to-month contracts so that you get what you need, when you need it.

OUTCOME BASED

We dig into your data and analytics to adapt, improve, and modify your marketing efforts to maximize every dollar we spend attracting, engaging, and convert your leads and prospects into customers.

DISRUPTION

We are going to challenge the status quo ... you can forget about, "the way it's always been." We are going to shake things up, challenge your assumptions, and push against traditions to make a tangible impact on your bottom line.

EXPERTISE

Marketing tactics, search algorithms, social platforms, and consumer preferences are constantly changing. Our team continually nurtures their marketing skillset by training and keeping current on every new marketing tactic, tool, and methodology.

COST SAVINGS

To hire a CMO and staff a full marketing department of content, graphics, web, digital, and analytics personnel can be cost prohibitive – we make it affordable.



VIRTUAL MARKETING OFFICE - VMO

MARKETING AND COMMUNICATION CAPABILITIES



- Strategic Planning
- Brand Strategy
- Go-to-Market Strategy
- Tactical Marketing Plan
- Business Transformation
- Competitive Analysis
- Pitch Deck Development
- Investor Relations
- Sales and Marketing Alignment
- Journey Mapping



- Brand Development
- Business Naming
- Positioning Strategy
- Messaging Platforms
- Brand Style Guides
- Logos
- Digital Media Presence
- Identity Packages



- User Experience (UX) Design
- Website Design and Development
- Marketing Platform Implementation
- Search Engine Optimization (SEO)
- Social Media Management
- Inbound Marketing
- E-mail Campaigns
- Podcasts, Vlogs, Video
- Webinars
- Web Analytics



- Proactive Pitching
- Byline Placement
- Press Release Distribution
- Social Media Amplification
- Influencer Identification
- Media Tours
- Analyst Tours
- Spokesperson Development
- Media Training



- Creative Concept Development
- Graphic Design
- Digital and Multimedia Design
- Print Collateral and Advertising
- Art Direction
- Illustration
- Animation
- Photography



- Content Strategy
- Inbound Strategy
- Editorial Calendar Development
- Copywriting
- Whitepapers
- Research Reports
- Sales Enablement Tools
- Ghost Writing
- Technical Writing
- RFI/RFP Support
- Social Media Content



- Media Campaign Strategy
- Media Buying and Placement
- Traditional (Print) Advertising
- Digital (PPC) Advertising
- Search Engine Marketing (SME)
- Direct Mail Campaigns
- Public Relations Campaigns
- Out-of-Home
- Point-of-Purchase



- Print Management
- Annual Reports & Special Reports
- Sales & Marketing Collateral
- Promotional Products
- Displays & Banners
- Trade Show Booths & Exhibits
- Point-of-Purchase Displays
- Vehicle Wraps and Graphics