Calling all change agents: Let’s level-up together.

Moving from status quo to standout takes fresh insight and smart optimization. LoSasso helps marketers in B2B and other high-consideration segments get there. Together, we'll keep our head on a swivel and our eye on the prize—strategizing, developing and deploying integrated marketing programs that drive maximum impact. What will you see with a new view?

Us in a nutshell

30 years young
Experienced, sure—but also as curious and excited as the day we started.

For B2B + high-consideration marketers
We've cracked the code on brands with longer, complex buyers' journeys.

Full house, in-house
From research and branding to all things digital marketing, we have the capabilities to check every box on your list.

Chicago talent, Ravenswood vibes
Get the big-city skills without the ego and overhead of our downtown counterparts.

Rooted in results
We got our start in direct response, so proving marketing ROI is in our DNA.

Dive deeper.
Get further.

There's no magic without logic. That's why everything we do starts with insight and a clear vision of success. This approach guides four key areas of strategic focus.

Business planning
Identify long-term business objectives, build consensus and create a roadmap

Integrated planning
Use foundational strategy to build and deploy impactful activation plans

Branding + positioning
Navigate and deliver brand architecture, positioning and brand identity

Creative strategy
Establish guiding strategy to ensure results-focused creative

Where creativity meets accountability
Capabilities

Strategy
- Qualitative and quantitative research
- Business planning
- Branding strategy

Traditional
- Direct response (mail, TV, etc.)
- Public relations
- Media planning

Creative Development
- Copy + design
- Content marketing
- Video and motion graphics
- Photography

Digital
- Lead gen + nurturing
- Digital paid media (search, social, programmatic, video)
- Email development
- Marketing automation
- Martech consulting
- Web development
- SEO

Our sweet spot is B2B and high-consideration consumer brands

So we've cracked the code on longer, complex buyers' journeys.

- Manufacturing
- Associations and trade shows
- Ag and construction
- Technology + automation
- Financial + professional services
- Boomer + senior marketing
- Healthcare
- Education
- Outdoor + recreation

Tools of the trade
When it comes to martech, we have a few tricks up our sleeve—and a strong process for ramping up on new platforms.

Not to brag....
But we're proud of the impact we've made with our clients

We'd love to hear from you.
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