

Let's turn TMI into ROI

New tools and tactics, more data and new ways to use it—modern marketing is complex and fast-moving, but you can conquer it. With deep experience in **brand strategy**, **demand generation** and **customer engagement**, we help companies selling B2B and other high consideration products find their focus and evolve with confidence. Armed with fresh insights, advanced targeting and a relentless focus on performance, we'll help you find and engage your best prospects—making each marketing dollar you invest more effective than the last.

About our clients

Our objective is to be an essential partner to clients. We look for partnerships that are a good fit—in size, experience, sophistication and culture. We currently serve about 15 clients in a variety of B2B and consumer industries; we've served large familiar brands such as Mitsubishi, UL, Brunswick, Nestle, Case IH and Jayco, as well as niche and B2B brands such as Grainger, Connect Hearing, Heidenhain, BIG Kaiser, Sandvik Coromant and NAFEM. The common thread is that each is a quality brand that values continuous evolution, performance measurement and wants an agency to function as an extension of their team.

Our clients range in size from under \$100 million to several billion in annual sales with annual marketing budgets between \$4 million and \$20 million.



30 full-time employees



Independently owned and operated



Core values



Measurement focused



Currently serve 15 clients



HEIDENHAIN

We helped Heidenhain, a precision measurement and motion control manufacturer, evolve the company's image and reach out to an entirely new audience, mechanical engineers, with a campaign that resulted in 97% growth in website traffic and over 5,000 qualified leads. The display component of the brand campaign consistently outperforms channel benchmarks; Five times higher CTR than channel benchmark.

97%
GROWTH IN
WEBSITE
TRAFFIC

5,000
QUALIFIED
LEADS

5X
HIGHER CTR

The NAFEM Show

LoSasso helped The NAFEM Show—a leading foodservice industry trade show—build awareness and drive registration, thanks to a comprehensive content marketing and PR plan. Our foundation was high-value, non-promotional “lead bait” (nine gated ebooks/guides and an interactive tool) that appealed to various foodservice operator groups. Leads who engaged with the content received were nurtured via email and digital media with interest-specific content, and eventually, a push to register.

1000+
DOWNLOADS OVER
SEVERAL MONTHS

40%
DOWNLOAD TO
REGISTRATION RATE

30+
MEDIA MENTIONS
BEFORE+AFTER SHOW

Connect Hearing

LoSasso worked with Connect Hearing to understand and effectively reach Boomers and seniors by leveraging key audience insights – many at a local level – to implement stronger planning and strategy, targeting and reporting processes. Meanwhile, our work supported a stronger cross-channel presence and customer experience to build brand trust and preference. The most telling result of our efforts: Increased leads across new and traditional channels.

40%
INCREASE YoY
IN APPOINTMENTS

11%
AVG.
MoM GROWTH
IN APPOINTMENTS

Our fully integrated approach

Using our 5-3-1 Marketing Roadmap, we build fully integrated, omni-channel marketing programs anchored by a 5-year vision with 3-year and 1-year goals. We execute with creativity and agility as a unified team, under one roof.



Capabilities:

- Brand Activation/Shopper Marketing
- Brand Strategy
- Content Marketing
- Creative Development and Production for all Media
- Digital Media
- Direct Mail
- Direct Response Strategy and Offer Testing
- Lead Gen and Lifecycle Communications
- Media Strategy and Management
- Marketing Automation
- Mar-Tech Consulting
- PR and Media Relations
- Video and Photography (Studio Onsite)
- Web Development

Consumer Category Experience:

- Boomers and Senior Market Focus
- CPG
- Education
- Healthcare
- Outdoor
- Retail
- Food and Beverage

B2B Category Experience:

- Associations and Trade Shows
- Capital Equipment and Financing
- Construction and Agriculture
- Manufacturing
- Technology
- Supply Chain Products and Services