

# Where Creativity Meets Accountability

Today's B2B marketing landscape demands insightful creative and measurable performance. We use data-driven insights to inspire irresistible B2B brand stories that move hearts, minds and market share.

## Why choose us?

### Growth-minded

For 35+ years, we've been helping brands find momentum in moments of change, always looking ahead—for our clients and ourselves.

### Complex B2B + high-consideration

Our sweet spot is building demand for brands with complex products and long buyers' journeys—addressing buyers' technical needs while connecting with their underlying passion.

### Built for modern marketing

Full-funnel, data-driven, digital marketing capabilities. We bring the right mix of strategy, creativity, and execution to deliver maximum impact.

### Chicago talent, Ravenswood vibes

Our team combines big-agency talent with the agility and collaboration of a boutique marketing partner.

### Rooted in results

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

## Where we thrive.

- Manufacturing & industrial
- Trade shows & events
- Ag & construction
- Technology & automation
- Financial & professional services
- Outdoor & recreation
- Healthcare



## What we do.

- Brand Strategy & Creative
- Integrated Campaign Development
- Product Positioning & Messaging
- Product Launch Strategy & Execution
- Message Mapping
- Email Marketing
- SEO Strategy & Content
- Organic & Paid Social Media
- Media Buying & Optimization
- Website Development
- Sales Support Materials
- Lead Generation Campaigns
- Lead Nurture Email Programs
- Lead Gen Enhancement
- Promotional & Product Demo Video
- Customer Testimonials & Case Studies
- Trade Show Engagement & Booth Design
- On-site Content Capture

## Tools of the trade.

We embrace AI and the latest marketing technologies and adapt to your preferred systems to ensure seamless workflow.

HubSpot

salesforce pardot

salesforce

Marketo™  
An Adobe Company

CISION

SharpSpring

clay

sproutsocial

ProspectAIQ



## Work that works.

We're proud of the impact we've made with our clients.

See our work at

[LOSASSO.COM](https://losasso.com)

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