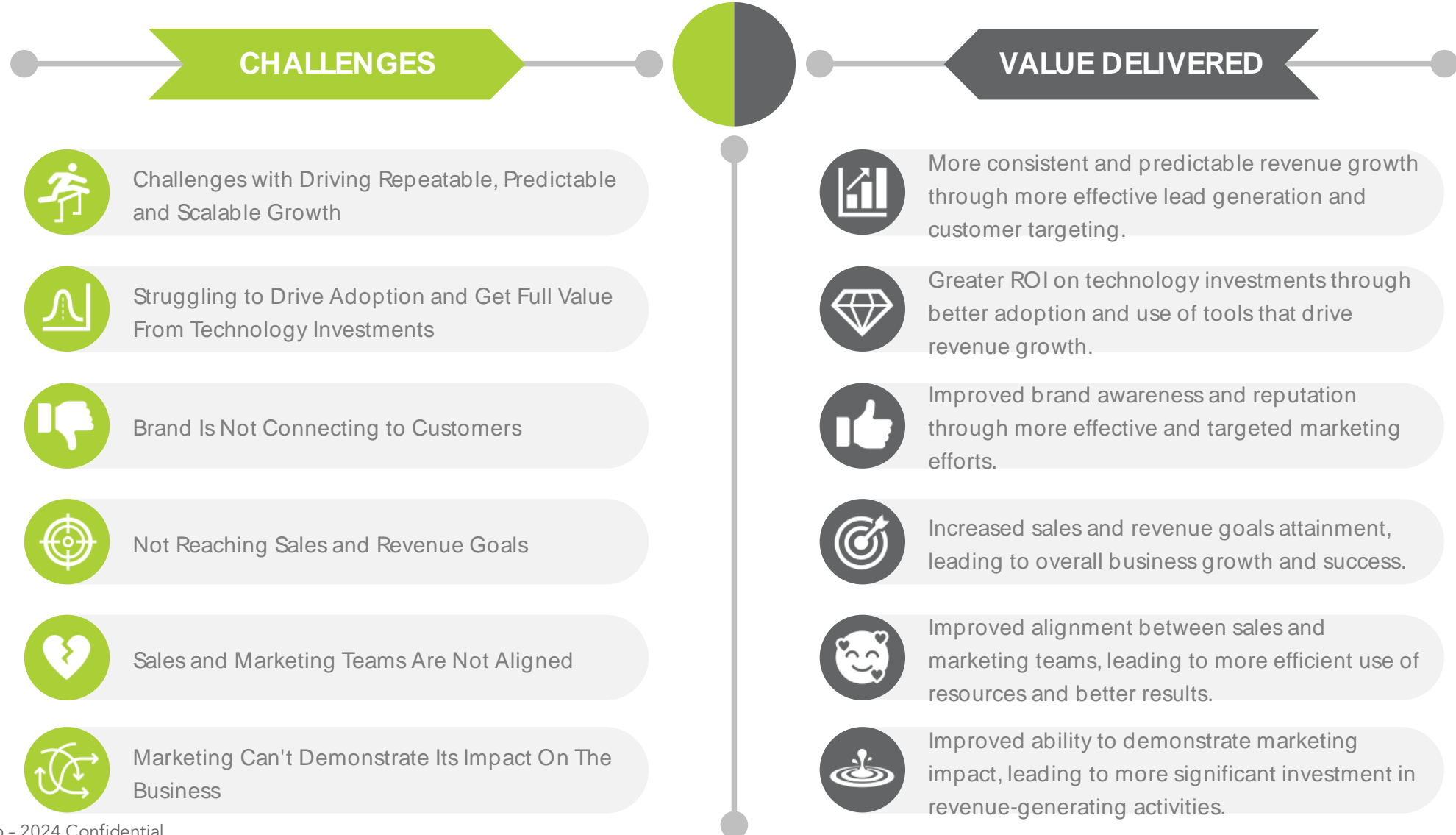




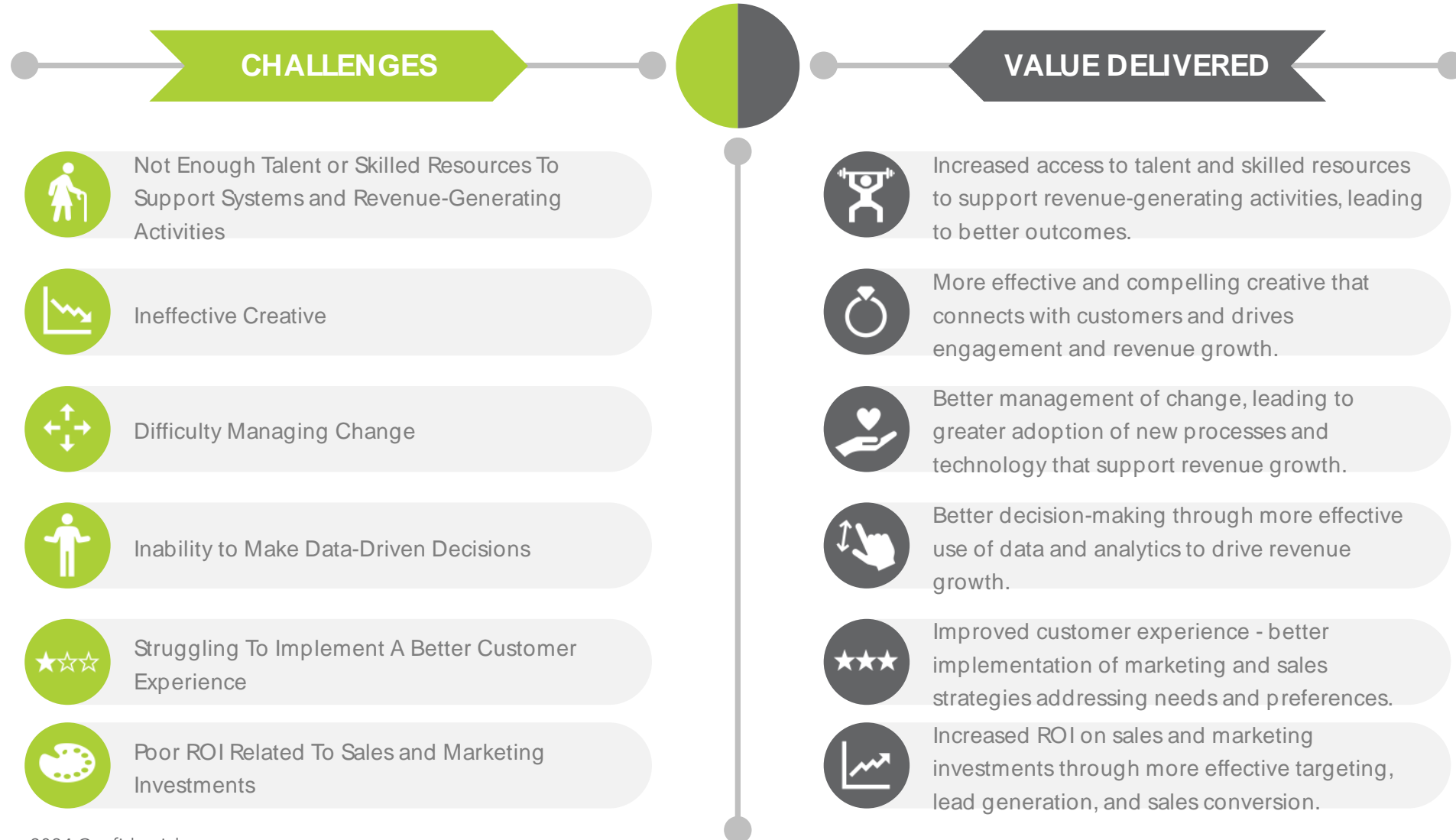
Introducing TPG

2024

Challenges and Solutions: How we help clients achieve **revenue growth**



Challenges and Solutions: How we help clients achieve **revenue growth**



We focus on **results**

COMMSCOPE®

Saved over \$250,000 in labor costs and reduced license spend by \$500,000 annually through a Salesforce to Microsoft and Marketo migration



increased pipeline by \$1 Billion in < 6 months through a digital transformation

CORNING

Reduced leakage by 40%, increased lead response by 10%, slashed poor leads by 60%, boosting revenue by 20% in the first year. Full marketing stack adoption and 50% reduction in campaign cycle time.



Identified \$2 Billion in new market opportunities through an ICP program

rackspace®

Increased event attendance by 15%, generating 1,000 new qualified leads. Reduced license costs by \$2.4M annually. Migration from Marketo to SFMC and optimizing lead management framework.



Increased annual lead volume by 400% through optimized Marketing Operations



Increased revenue 10% through integrated six-month sales and marketing campaign. Hard-hitting, segment-specific messaging led to a 36% increase in sales leads and a 92% lift in web traffic.



Launched new website that outperformed the prior two sites. Smart UX and SEO-driven content led to 489% lift in page views with 36% decrease in bounce rates.



Realized a 188% increase in a marketing-generated pipeline through an integrated sales enablement program that enhanced every aspect of the buyers' journey.

Demand Generation **capabilities** for the **entire customer lifecycle**

Drive

1. Brand
2. SEO
3. Paid Media
4. Content Strategy, Creation and Operations
5. Content Syndication
6. Social Media
7. Video
8. Marketing Operations

Capture

1. Landing Pages
2. Website Dev and Mgmt.
3. Webinars
4. Mobile Marketing
5. Content Strategy, Creation and Operations
6. Lead Nurturing
7. Email Marketing
8. ABX
9. Marketing Operations

Convert

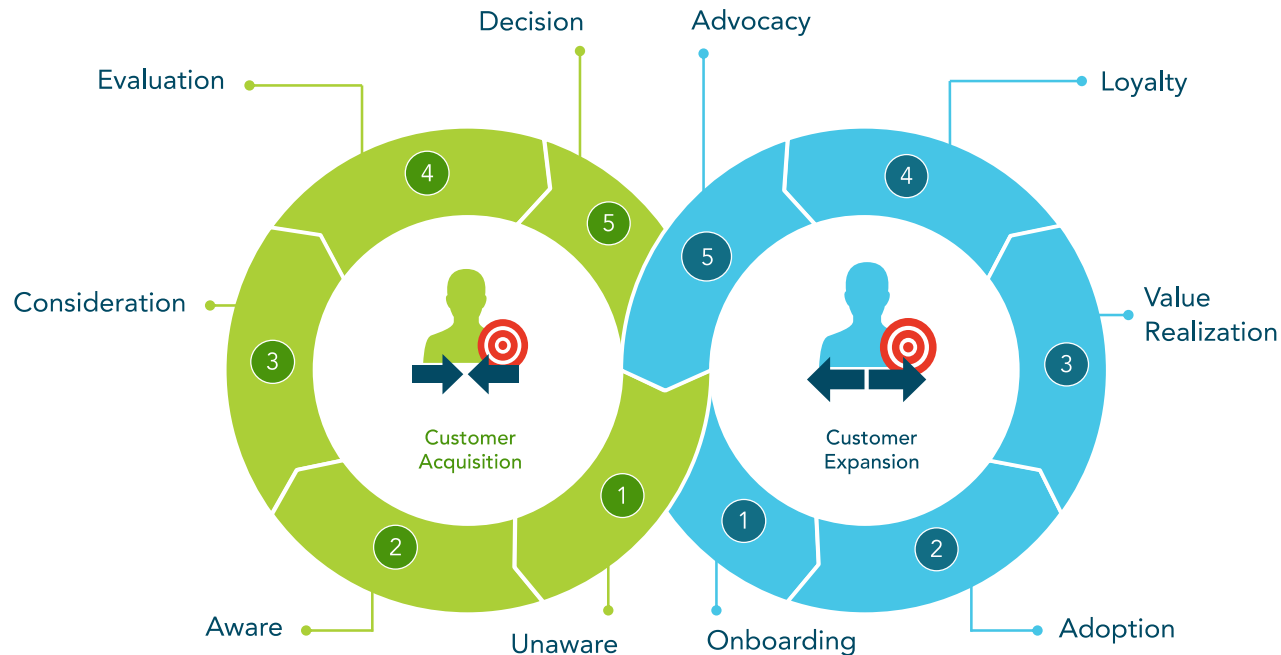
1. Website Management
2. Email Marketing
3. Direct Mail
4. Mobile Marketing
5. Social Media
6. Content Strategy, Creation and Operations
7. Marketing Operations

Expand

1. Email Marketing
2. Direct Mail
3. Social Media
4. Content Strategy, Creation and Operations
5. ABX
6. Customer Portals
7. Marketing Operations

Optimize

1. Track
2. Report
3. Analyze
4. Improve

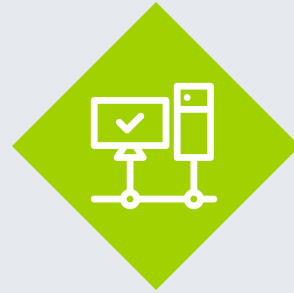


Achieving **results** from strategy through execution



Management Consulting

- Digital Transformation
- Customer Experience
- Decision-Support and Visualization
- Change Management
- Demand Generation
 - ROI
 - Response and Lead Mgmt.
 - GTM and Segments
 - Precision and Growth Marketing
 - Benchmarking
- Centers of Excellence
- Business Process Optimization



Technology Consulting

- Selection
- Implementation
- Architecture
- Integrations
- Segmentation and Personalization
- MarTech and RevTech
- Multi/Omni Channel Experiences
- Migration & Optimization
- Advisory and On-Demand Expertise
- App Development
- AI Capability Development



Talent Management

- Staff and FTE Augmentation
- Skills and Competency
- Recruitment, Retention & Reskilling
- Employee Branding
- Career Pathing - Team and Self
- Networking/Influence
- Culture



Agency Services

- Research and Analytics
- Demand Generation
- Brand Strategy
- Sales Enablement
- Content Strategy, Creation and Operations
- Website Creation and Mgmt.
- Video Marketing
- Email Marketing
- Social Media
- SEO and Media Management
- Marketing Operations
- Multi-Channel Campaigns
- ABX

TPG offers a **flexible choice** of service delivery options to meet your every need

Item	Expert on Demand	Projects	Advisory	Staff Augmentation	Managed Services
Description	Real-time, just-in-time support of your MarTech systems. Annual contract that allows for tickets to be entered on a monthly basis. Use us when you need us.	A temporary endeavor undertaken to create a unique product, service or result.	Strategic and technical advisory services. The development and presentation of findings, conclusions, and recommendations for client consideration and decision making.	Use of TPG personnel on a temporary basis to augment the capacity of an organization.	Outsourcing the responsibility for maintaining, and anticipating need for, a range of processes and functions in order to improve operations and cut expenses.
Benefits	<ol style="list-style-type: none"> 1. Access world-class experts 2. Discover ideal marketing KPIs 3. Augment your system 4. Talk to a single person (one dedicated contact that knows you and your system) 5. Enhance customer experience 6. Don't overpay for resources you don't need 7. Maximize system performance 8. Avoid vendor sales pitches 	<ol style="list-style-type: none"> 1. Improves Productivity and Reduces Costs and Workload 2. Improve collaboration 3. Improve customer satisfaction 4. Improve Performance 5. Improve Problem Resolution 	<ol style="list-style-type: none"> 1. Reliable, objective advice 2. Increased financial performance 3. Increased knowledge 4. Streamlined operations 5. Reduce risk 6. Reduce expenditures 7. Flexible and ongoing 8. One contract covers multiple subject areas 	<ol style="list-style-type: none"> 1. Rapid access to missing capabilities and skills 2. Accommodate staff shortages due to unexpected events 3. Avoidance of hiring/de-hiring costs 4. Costs scalable to demand 5. No impact on operating model 6. Easily contracted 7. Cost model transparent 	<ol style="list-style-type: none"> 1. Long-term solution 2. Committed services for committed price 3. TPG assumes delivery risk – productivity incentive 4. Lower cost operating model than internal or staff augmentation models 5. Transparent line of sight between service and cost 6. Fosters planning and documentation of knowledge
Timeframe	Annual	Varies	Annual	Quarterly, Semi-Annual, Annual	Annual

The Pedowitz Group offers four unique advantages that **unlock revenue**

1

Guarantee

- › If you are not satisfied for any reason, we will do the work again at no charge. If you are still not satisfied, you won't pay for it.

2

Revenue-Focused Approach

- › Holistic Approach
- › Strategy
- › Technology
- › Creative
- › Demand Generation
- › Sales Enablement
- › Execution
- › Customer Success

3

Proven Methodologies

- › Revenue Marketing Journey
- › RM6™
- › Vision to Value
- › TPG Intelligent Demand Center
- › R.A.I.N.
- › AI Maturity Model

4

Customer-Centric

- › We know your business
- › Tailored Solutions
- › Hands-On
- › Partnership-Oriented

We have wide breadth of **technology, marketing & agency experience**

100%

Time, energy & effort spent in Revenue Marketing & Creative. No side business.

3X

3X B2B Small Agency of the Year (Bronze)
2020, 2021, 2022.

600

Number of platforms our team is certified to support.

CHIEF MARKETER 200
THE TOP MARKETING AGENCIES OF 2022

Top B2B Demand Generation Agency of 2022

2000+

Engagements across Revenue Operations & Agency focus.

Platform Agnostic with Wide Ranging Experience & Partnerships with all Major Platforms



Strategy Training Consultation



Architecture Platform Maintenance



Email & Website Experts



Agency Campaign Execution & Support



Integration Support

In business since 2007, The Pedowitz Group has more proven experience in MarTech, digital transformation, and demand generation than any firm in the world.



TRUST, DIVERSITY OF EXPERIENCE



600+ Partners
Systems Architecture



900+ Engagements
3X Partner of the Year



600+ Engagements
Partner of the Year



100+
Engagements

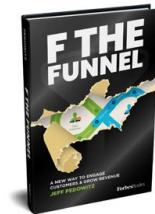
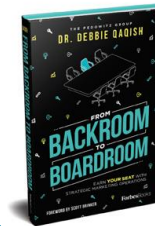


1000+ Engagements
9 Certified Admins



Partnerships with
Cutting Edge
tech

INNOVATION, THOUGHT LEADERSHIP



Revenue
Marketing

We've been fortunate to work with some of the most recognized brands in the world

Financial Services



Sports and Entertainment



Business



Industrial Manufacturing



Staffing



Healthcare



Hospitality and Retail



Higher Education



Technology



Media Publishing



Thank You



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