



TRICOMB2B

B2B-OLOGISTS

A B2B-only agency dedicated to strategy and marketing that drives decisions.

If you need outside perspective to shift your B2B marketing efforts from table stakes to inspired (without a lot of fuss), we should start a conversation. TriComB2B is unabashedly devoted to technical and industrial B2B marketing, helping customers design optimized marketing strategies that drive decisions in complex considered purchases.

LET'S DO GREAT B2B

Develop big ideas that work across media and continents. Deliver messages beyond features and benefits to make an emotional connection with your audience. Craft and implement data-driven media strategies that meet your audiences where they are. You'll have access to a team that incorporates strategy and creativity in all we do. Our mantra? "Do great work and be nice."

CATEGORY EXPERTISE

- | | |
|----------------------|-------------------------|
| Alternative energy | Information technology |
| Automation | Life sciences |
| Chemical | Manufacturing |
| Cold chain | Material handling |
| Construction | Medical devices |
| Electronics | Mining |
| Energy | Oil and gas |
| Environmental | Petroleum refining |
| Filtration | Power generation |
| Food equipment | Safety |
| HVACR | Supply chain management |
| Industrial equipment | Water resources |

PARTIAL CLIENT LIST

- | | |
|-------------------------------|----------------------|
| altafiber | Fleetguard |
| Ampd Energy | Flowserve |
| Atmus Filtration Technologies | Gilbarco Veeder-Root |
| BioLife Solutions | Henny Penny |
| Copeland | Johnson Electric |
| Crown Equipment | Milacron |
| Cummins | Norwood Medical |
| Datacolor | RPP Containers |
| Dayton Development Coalition | SpotSee |
| DEKRA | Verisk |

CAPABILITIES

- Strategy:** branding, content marketing, brand and demand campaigns, product launches, organization engagement
- Creative:** branding, identity, visual design, campaigns, video and animation, creative and technical writing, event, trade show, collateral
- Interface & Technology:** digital tools, mobile and web development, user experience, information architecture
- Engagement:** ABM, content marketing, events, media strategy and buying, digital, programmatic, public relations, search marketing, social media
- Optimization:** conversion optimization, data analytics, metrics, monitoring, marketing effectiveness

SELECT AWARDS AND RECOGNITION

- B2B Marketing Top 25 U.S. B2B Agency
- BBN Agency of the Year
- Chief Marketer B2B Top 200 Agency
- PRSA PRism
- AMCP MarCom
- American Advertising Awards
- Dayton Business Journal Best Place to Work

LOCATION

601 E. 3rd St., Floor 3
Dayton, OH 45402 U.S.A.

EMPLOYEES 40+

NEW BUSINESS

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