

Simplify.

Your products are complex. Your story shouldn't be.

TriComB2B helps technical and industrial companies find their stories. Then we deliver them in the right ways, at the right times, to the right people. No matter how complex, we'll make it simple — so your audience knows exactly what you do and why it matters.

IT'S IN OUR NAME

We're a business-to-business marketing agency. We thrive on communicating technical offerings with rousing creativity. We present considered purchases with a personal inflection that speaks to your audience. And the more complex, the better. We're your team of savvy creatives, industry veterans and practiced marketing professionals. We find big ideas in obscure details. We're sometimes nerdy, occasionally irreverent, always thoughtful and never pretentious.

CATEGORY EXPERTISE

Air movement	Information technology
Alternative energy	Machine tool
Automation	Manufacturing
Automotive	Material handling
Building materials	Materials
Chemical	Mining
Construction	Oil and gas
Electronics	Packaging
Engineering	Petroleum refining
Environmental	Power generation
Food and beverage	Power transmission
HVACR	Supply chain management
Industrial equipment	Water resources

PARTIAL CLIENT LIST

AEP	Emerson
Aggreko	Flowserve
Crown Equipment	Honeywell-Intelligrated
Crowne Aftermarket Group	Regal Beloit
Cummins	Sonneborn

CAPABILITIES

Strategy: branding, content, marketing, campaign, user experience, product launch, lead generation, demand generation, sales enablement

Creative: branding, identity, visual design, campaign, video and animation, technical writing, event, trade show, collateral, sharable media

Interface & Technology: apps and tools, mobile and web development, information architecture

Engagement: content marketing, direct marketing, thought leadership, event marketing, media planning and buying, public relations, social media

Optimization: analytics, metrics, monitoring, marketing effectiveness

SELECT AWARDS AND RECOGNITION

Chief Marketer B2B Top Shop
AMCP dotCOMM
PRSA PRism
AMCP MarCom
Addys
Dayton Business Journal Best Place to Work

LOCATION

109 N. Main St., Suite 700
Dayton, Ohio, U.S.A.

EMPLOYEES

30

New Business
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