

GETTING TO KNOW ROGUE MARKETING



Recognized SMARKETING Agency that Simplifies and Speeds Up Marketing Strategy Execution

ROGUE SOLVES

PROBLEMS ROGUE SOLVES

- Operationalizing a marketing system
- Removing points of friction
- Engaging new audiences / segments
- Personalizing the buyer journey
- Elevating market status
- Synthesizing options
- Accelerating vision
- Increasing productivity
- Finding white space
- Generating leads
- Demonstrate long and near-term value
- Steadily growing a revenue channel

ABOUT

FAST FACTS

- Agency founded in 2009
- Located in Dallas, TX
- 10 senior-level team members
- Focused on ~12 clients at any one time

ROGUE HELPS

WHAT ROGUE DOES

Rogue turns smart strategies into achieved outcomes.



BUILD THE BRAND

Use data to say the right things and drive awareness.

- Business Alignment
- Market Positioning
- Web Development
- Message Hierarchy
- Platform Identification
- Creative Design



AMPLIFY CHANNELS

Know which channels to use and when.

- Paid Media Management
- Social Media Strategy
- Lead Generation
- Content Marketing
- Digital Messaging
- Marketing System



MINIMIZE RISK

Invest at best levels to achieve desired outcomes

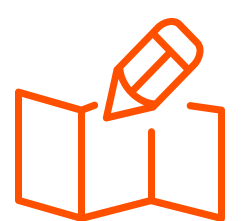
- Conversion Optimization
- Insights + Analytics
- Social Profiling / Listening
- User Experience



Revenue Roadmap



Audience/System Optimization



Buyer Journey Mapping



Customer Acquisition + Retention



Rapid Foundation



Sales / Marketing Alignment Services

WHY ROGUE?

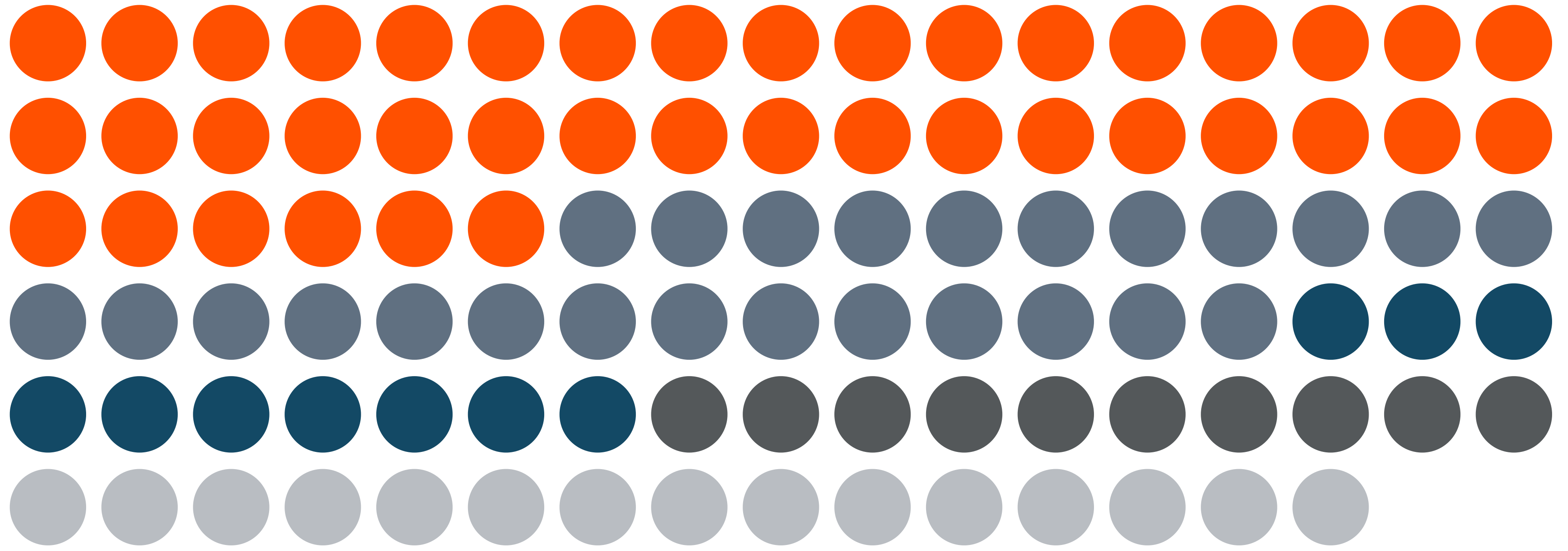
BENEFITS



- Applies Strategic Practicality™
- Asks Strong Questions
- Delivers Personalized Attention
- Avoids Unexpected Surprises
- Integrates Multiple Sales/Marketing Disciplines
- Thinks About Minimum Thresholds for Success
- Provides Access to Management
- Only Hires Senior Talent
- Affordably Priced

LEADING INDUSTRIES

Technology (40%) DTC (25%) Healthcare (10%) Higher Education (10%) Manufacturing (15%)



Marketing leaders that need to move quickly, but not so fast that they don't get to strategize and think, can gain confidence in their marketing efforts by engaging a Rogue Marketing team that simplifies and speeds up strategy execution... helps teams align on priorities and remove distractions... and implements speedy methodologies and frameworks you'd be crazy to ignore.

ROGUE IN THE INDUSTRY



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