



The Delve Group, Inc.™

“Community marketing through Web 2.0 tools lets B2B marketers focus on prospect needs, engage buyers with relevant information, and educate as it embraces.”

LAURA RAMOS, FORRESTER RESEARCH

Exploit Online Brand to Increase Market Share

STRATEGIC B2B INTERACTIVE MEDIA ENABLES GREATER RETURNS

Although it is a much talked about topic, the online space is currently underutilized by business-to-business organizations, presenting a ripe opportunity to boost competitive advantage and stake a solid claim on mind-share and market share. With the recent enthusiasm behind the multitude of interactive, dialogue-enhancing communication channels, B2B businesses have improved options to build brand awareness, reach new prospects, understand and address needs more clearly, close more deals, and ultimately grow their client portfolio. But even with increased access to online tools, companies still don't know exactly how to leverage them most effectively to achieve *sustainable* results.

One of the fundamental tenets of The Delve GroupSM approach to executing on a strong brand foundation is to apply it consistently, with purpose, across strategically selected mediums – which, in addition to traditional on- and offline channels, include a wide variety of interactive media.

Specifically, Delve helps businesses harness the power of the interactive media long-term to:

- Decrease cost of sales
- Build credibility for brand and team
- Generate higher quality leads
- Have greater influence over buying decisions
- Calibrate and refine the relationship building process
- Retain current clients longer
- More precisely address audience needs
- Demonstrate measurable results

At Delve, we approach everything from the vantage point of helping our clients determine and achieve their desired business objectives. It is easy to get swept up in the fervor and engage in interactive media with initial enthusiasm only to lose steam, struggle with sustainable practice, and not understand to fully measure and adjust the bottomline impact. In order to truly harness the power of online tools and avoid potential backlash, we guide companies to be selective and thoughtful in how to deploy them – from launch through ongoing management.

Improve Your Relationships and Your Pipeline

Although the B2B sales cycle can be long and complex, buyers are still people. Delve works with companies to improve communication – and establish a true dialogue – to build stronger relationships with prospects and current clients. In addition to building and deploying a customized plan, we actively monitor, measure, and refine clients' online strategies to foster meaningful interactions that encourage the translation of online prospects into real clients and increased market share. When interactive media is intelligently coordinated with brand strategy and offline communications, it results in a clearly demonstrable return on investment and accelerated growth.

INTERACTIVE SERVICES

Diagnosis

Online Strategy

Web Design

Analytics Strategy / Implementation

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Display Marketing Planning

Banner Ad / Rich Media Marketing

Social Network Outreach

Blog Strategy and Execution

Webinar Development

Podcast Strategy

Video Strategy / Production