



High Impact Prospecting

About HiP

HiP is a New York-based agency providing agile, single-vendor and high-outcome B2B digital marketing and lead generation services for technology-centric clients.

Our Services

CONTENT MARKETING

HiP can drive significant numbers of downloads of your content to recruit a highly targeted audience. We can build virtually any B2B target group from our 65M+ contact database and deliver results from our Platform-SVS™.

1:1 LEAD-GENERATION

Increase the outcomes of your marketing efforts by up to 60%! HiP leverages a time-tested email prospecting methodology to secure qualified 1:1 interest for its clients. Add "Voice Prospecting" to engage prospects and create warm conversations for your sales people.

EVENT ROI

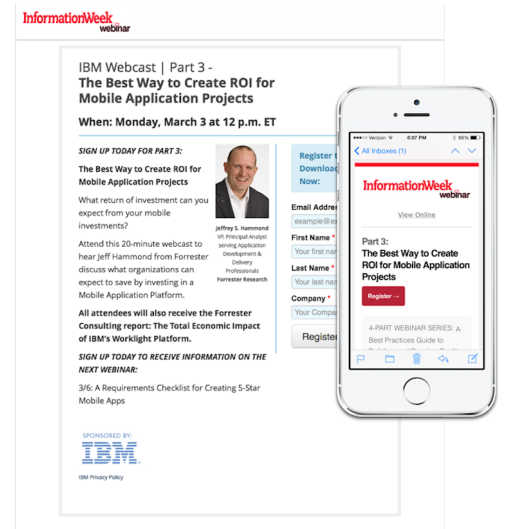
Why rely only on passive booth traffic when HiP can schedule qualified meetings? Fill your seats with qualified attendees by leveraging our peer-to-peer techniques at your next road show, summit or user group meeting. Let HiP make your next event a success!

WHY CHOOSE HiP?

- ◆ Unique email platform, 65M+ B2B pros
- ◆ Diverse range of marketing services
- ◆ Professional team with deep experience
- ◆ Satisfied technology-centric clients

WHAT WE DO

- ◆ Content marketing and lead-generation
- ◆ Trade and Online Event ROI services
- ◆ Complete agency creative services
- ◆ Direct mail and digital printing



Our Customers

"I searched for an email marketing expert on Linked-In and that's exactly what I found in Bret and High Impact Prospecting. The project came together quickly and was well executed. It's clear to see why his technique works so well in developing high quality prospects. I'm already planning my next project with him. A true professional. Thanks for the great job Bret!"

CEO, Zeroed-In Technologies

"The pressure on marketers to deliver more with fewer resources has never been greater. The ability to personalize and optimize branded experiences is key, but to beat the competition and succeed it needs to be matched with the flexibility to launch and scale immediately. Here we are demonstrating an excellent return on our marketing investment."

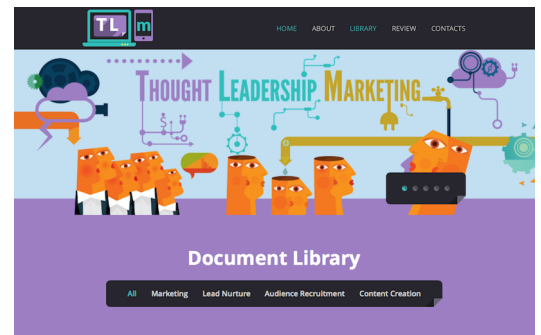
SVP, Digital Marketing Business, Adobe



Our Services (cont'd)

THOUGHT LEADERSHIP MARKETING (TLM)

TLM offers HiP clients a new and powerful way to connect with customers and prospects. We create unique, highly-valued original content on timely and relevant technology topics that your customers want and need to move their business forward. You (HiP clients) have the opportunity to sponsor this gated content. During your sponsorship period, you receive full contact details on the B2B professionals that engaged with that content.



OTHER SERVICES

- ◆ B2B social media engagement
- ◆ B2B content syndication
- ◆ B2B contact data, including target group provisioning & CRM data enhancement
- ◆ Digital Printing
- ◆ Direct Mail
- ◆ Marketing Portals

FORM VIEWERS™ AND INBOX IMPRESSIONS™

- ◆ Precise engagement insights from your marketing campaigns
- ◆ Gauge qualified interest for future campaigns and lead nurture
- ◆ Enhance your audience “profile”
- ◆ Form Viewers—Receive full contact data for all campaign clicks
- ◆ Inbox Impressions—Receive full contact data for all campaign email opens

eNEWSLETTERS

With 18 hot technology topic areas to choose from, HiP’s branded eNewsletters offer the ideal vehicle to promote your company’s expertise and thought leadership. Need your own dedicated newsletter? We create custom eNewsletters to deliver regular, consistent messaging to your customers and prospects.

CONTENT & CREATIVE

Great marketing (and marketing automation) needs great content to drive the ongoing “conversation” with your prospects. HiP understands your customers and their personas. Let us develop that content for you, along with design, photography and videos, to take your marketing to the next level.

MARKETING AUTOMATION

Are you challenged by the complexity (and staffing) of marketing automation systems? Call HiP! We handle all the setup, build the lead nurture rules, and keep the programs running smoothly, while your sales team focuses on those prospects most ready to buy. HiP has expertise in the 12 most popular systems.

