

DEEP DIVE DIGITAL _

Digital Tools for B2B



Deep Dive Digital. Built for B2B.



Search





INTRODUCTION


The Age of Optimization

We live and work in an age of optimization. Small details reshape the grand scheme of things. Tiny changes, deployed on a large scale, lead to massive improvements.


The push for optimization touches every facet of business, from product design and manufacturing, to marketing, sales, distribution, and service delivery. The drive to optimize designs, processes, and materials – to create greater efficiencies and improved customer experiences – is never-ending.

The same is true in B2B marketing.

Triad B2B Agency is optimizing B2B marketing with Triad 3D™ Deep Dive Digital. With Triad 3D, we bring B2C digital marketing tools to the world of B2B, as part of our full agency services.



Digital optimization. A simple keyword change leads to better search results. A revised call-to-action creates more leads. Better targeting strategies reduce overall conversion costs. **Welcome to Triad 3D.**








WORKING SMARTER

What Digital Can Do


Triad 3D digital marketing tools improve the ways we can help you identify, target, and engage B2B prospects. So, you can reach more people, more precisely – and build higher levels of engagement and awareness, faster.

Utilizing a multi-platform, multi-channel approach, Triad 3D provides a spectrum of digital advertising and targeting options. Premium targeting lets us quickly expand any list of known prospects with potential buyers who have similar characteristics and behaviors. Through retargeting, we can help you stay engaged with B2B prospects long after the first impression.

Triad 3D™ Deep Dive Digital helps optimize B2B marketing with unmatched targeting and messaging precision, leading to opportunities for increased engagement.



Multi-platform approach. There is no one-size-fits-all solution in the B2B digital space. We tailor and monitor all available digital options to fit your needs.



TRIAD



Triad 3D™ leverages the power of B2C digital tools for B2B marketers. We create digital advertising programs to reach your B2B audience, and optimize these programs based on performance.

Core Digital Services

WEBSITES
MICROSITES
LANDING PAGES
SEARCH ENGINE
OPTIMIZATION (SEO)
DIGITAL CAMPAIGN
DEVELOPMENT
EMAIL CAMPAIGNS

Digital Ad Options

DISPLAY ADS
NATIVE ADS – DISPLAY
NATIVE ADS –VIDEO
VIDEO PRE-ROLL ADS
VIDEO OVER-THE-TOP ADS
YOUTUBE VIDEO ADS
GOOGLE PPC ADS
SOCIAL MIRROR ADS
ONLINE AUDIO ADS
LINKEDIN SPONSORED
CONTENT
FACEBOOK & INSTAGRAM -
DISPLAY ADS
FACEBOOK & INSTAGRAM –
VIDEO ADS

Targeting Options

EMAIL TARGETING
KEYWORD TARGETING
RETARGETING
BEHAVIORAL TARGETING
GEO-FENCING
GEO-FRAMING
MOBILE CONQUESTING
HOUSEHOLD IP TARGETING
AMAZON PREMIUM
TARGETING
VIDEO TARGETING



Triad has helped clients in nearly every
industry develop B2B marketing
programs that meet their goals.



PURPOSE-BUILT

Defining Goals

We tailor Triad 3D services to address your precise B2B communications goals: lead generation, brand visibility, new product launch, geographic expansion, etc. We drive the preparation of digital plans, campaign development, and monitoring, as part of our full slate of agency services. We help initiate, maintain, and nurture contact with prospects, building awareness and brand preference over time.

GROW ONLINE PRESENCE

FIND NEW PROSPECTS

DRIVE SALES

INCREASE AWARENESS

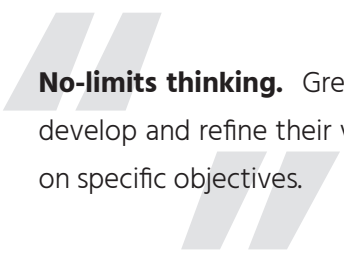
IMPROVE PERCEPTIONS

GENERATE LEADS

BUILD BRAND

PROMOTE PRODUCTS

INCREASE VISIBILITY



No-limits thinking. Great marketing starts with good vision. We help companies develop and refine their vision, and develop communications campaigns that build on specific objectives.



HOW WE WORK

Our Process – Simplified

LEARN

Get the right input by listening, observing, asking questions.

PLAN

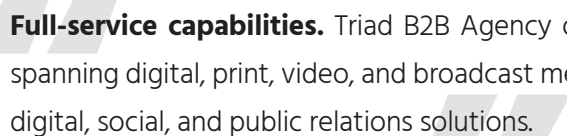
Translate what we learn into strategies that support key objectives.

CREATE

Generate compelling creative content to build engagement.

LAUNCH

Execute, monitor, measure and adapt as needed.



Full-service capabilities. Triad B2B Agency offers a full range of agency services spanning digital, print, video, and broadcast media. We deliver branding, advertising, digital, social, and public relations solutions.



Triad B2B Agency prides itself on being easy to work with and responsive to your needs. We are built from the ground up to meet the needs of the B2B marketer.



GET IN TOUCH

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