

STRATEGY WINS. CREATIVE+STRATEGY WINS BIG.

Outsmart the competition. Outpace the market.
With strategy, creativity, and the right pit crew.



Making creativity a science.™



borensteingroup
BRANDING + MARKETING + PR

CREATIVE + STRATEGIC + ACCOUNTABLE

— — — — — BUSINESS-TO-BUSINESS & BUSINESS-TO-GOVERNMENT

INTEGRATED MARKETING, BRANDING & PUBLIC RELATIONS — — — — —

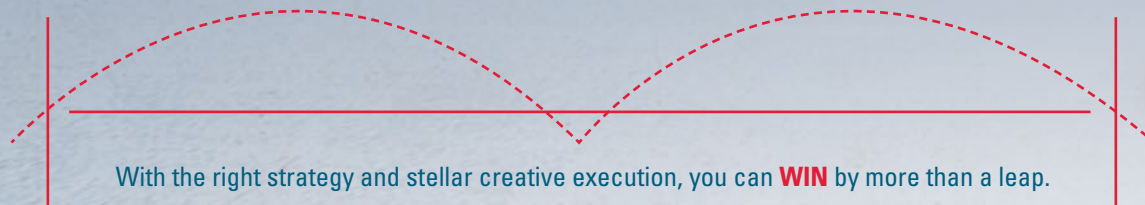
MAKE YOUR MARKETING COUNT.

The Borenstein Group is the trusted choice of organizations that build, deploy, and grow results-driven brands. Our entire agency is built around one mission—think and execute creatively for optimal Return On Investment. That's how we make your marketing count. That's how we make creativity a science. In the quest for results, The Borenstein Group is armed with a powerful arsenal: vertical market expertise, stellar creative delivery, and the strategic use of best practices—all aimed at bringing you meaningful, long-lasting success.

HIRE A PARTNER WHO CONNECTS THE DOTS.

Bolstered by proven experience, The Borenstein Group delivers **Integrated Digital Marketing, Branding, Social Media, and Public Relations** services that empower clients to attain maximum value from every customer acquisition and retention program they undertake. Integrated Marketing means the application of competitive intelligence to campaign strategy and execution. Go to market faster, build thought leadership, reach key decision makers, and demonstrate visible ROI. It's an integrated pathway to the results your organization deserves.

Creative + Strategy = Winning = **ROI**



360°
OF INTEGRATED
MARKETING SOLUTIONS



- Web Site Design & Development
- Micro-sites & Social Media Platforms
- Digital Sales Presentations
- Interactive Sales Webinars
- SEO + SEM

DIGITAL

- Advertising Campaign Development
- Creative Concept Development
- Advertising Design & Layout
- Media Planning Services

BRAND
ADVERTISING

- Digital and Print Sales & Marketing Collateral
- Sales Presentations
- Case Studies & Testimonial Development
- Business & Technical White Papers

MARCOM

CHANNEL
COMMUNICATIONS

- Recruitment Communications
- Social Media Community Building
- Events & Conferences
- Reseller Marketing Kits

PUBLIC
RELATIONS

- Press Releases
- Trade Media Kits
- Online Newsrooms
- Thought Leadership Papers

SOCIAL MEDIA

- Social Media Marketing
- Media Monitoring
- Online Reputation Management
- Digital Content Development
- Blogs & Digital Video Marketing



TRUSTED BRANDS TRUST BORENSTEIN

From Small Business to dominant market players, Borenstein clients have one thing in common—they're investors. Fed up with simply spending their budgets on Marketing, Branding, Social Media, and Public Relations. Passionate about converting those same expenditures into meaningful, measurable returns. That's when they come to the Borenstein Group. We make things scientific. They get measurable ROI. We get another success story.



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Connect with us!

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