

# DEEP DIVE DIGITAL \_

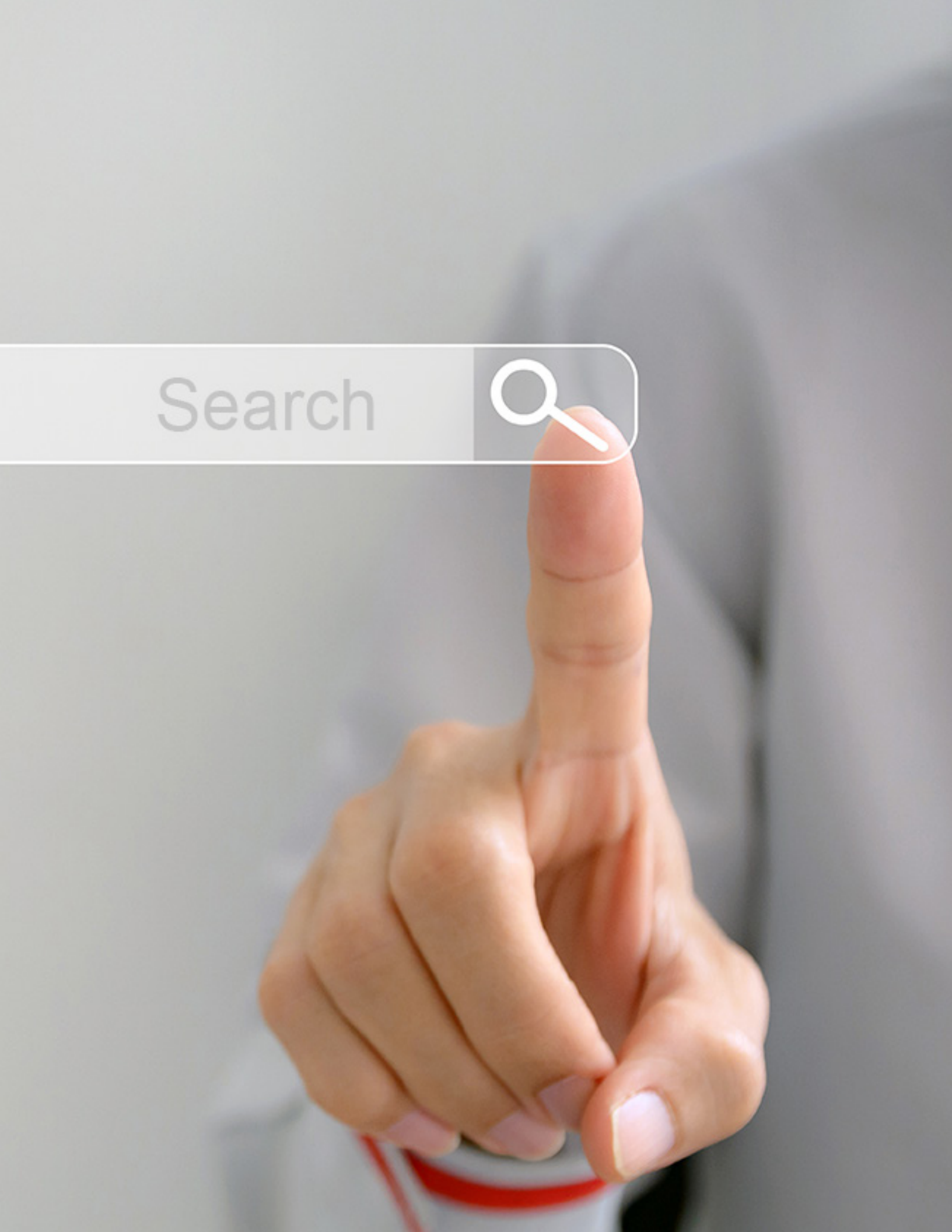
**Digital Tools for B2B**



**Deep Dive Digital.** Built for B2B.

---



A close-up photograph of a hand with the index finger pointing upwards, touching a search bar. The search bar is a light gray rounded rectangle with the word "Search" in a light gray sans-serif font. To the right of the text is a magnifying glass icon. The background is a blurred image of a person in a light blue shirt.

Search

A large, light gray magnifying glass graphic that serves as a background element for the title.

## 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.

---

A large, light gray double slash graphic that serves as a background element for the text.

**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

**Triad B2B Agency**  
10670 N. Central Expressway  
Suite 465  
Dallas, TX 75231

## CONTACT

Tom Prikryl  
President  
(469) 484-6827  
[tp@triadb2bagency.com](mailto:tp@triadb2bagency.com)

## EMAIL US

[info@triadb2bagency.com](mailto:info@triadb2bagency.com)

## WEB

[triadb2bagency.com](http://triadb2bagency.com)

