

The ECS marketing approach is unique.

Our deep bench of talent covers all the marketing bases.

We work either as part of your integrated and extended marketing team, OR as your outsourced marketing department. In every case, we help your team first plan and strategize and then quickly move to successfully execute.

- **Go-To-Market Strategy** Defining the step-by-step plan to launch or grow your company based on your unique situation.
- **Brand Strategy, Positioning, & Messaging** Identifying what makes your company unique, then bringing it to life across all touchpoints.
- **Marketing Fundamentals** Working with you to identify the building blocks of marketing and set the foundation of your communication activities.
- **Website Development** Driving the user experience, design, content, and built-out of your website—from simple to complex and everything in between.
- **Digital and Social Marketing** Connecting your digital ecosystem and activating the right channels in the right way to drive awareness, engagement, and traffic.
- **Content Marketing** Developing your content strategy, creating both your calendar and compelling content, and executing the content plan to build awareness and engagement.
- **Lead Gen Programs** Identifying the tools and tactics needs to drive leads into the funnel and convert them to customers.
- **Marketing Analytics** Defining what success looks like to your organization and tracking performance of marketing activities back to it.

WHAT OUR CLIENTS SAY:

"The ECS team stepped right in when we needed an outsourced marketing department. They moved initiatives forward in the short term, while at the same time developing a longer-term strategic plan. Importantly, as the environment changed on a dime, ECS was able to constantly adapt and get things done for us efficiently and cost-effectively."

"Working with ECS, it quickly becomes apparent that each member of their team understands that marketing must drive business results. Too many other "marketers" out there don't get this."



empirical
consulting solutions