

Momentum Brand

Slogan

- Where your market is moving

Vision (The leaders of Momentum envision a future where...)

- Forward-thinking industrial companies are ready to engage the next generation of buyers and employees (external)
- Be recognized as the leading digital marketing and recruitment firm for industrial companies in the United States

Purpose Statement (Why do we do this?)

- To Keep Industry Moving Forward

Mission (What we do to fulfill our purpose)

- Equip industrial companies with the tools, talent and technology needed to boldly compete and thrive in an ever-changing digital world.

Key Differentiators

- Exclusively works with industrial companies
- Proprietary methodology and process
- Combines marketing and recruiting solutions

Brand Promise

- Relentlessly pursue ways to strengthen, support and grow industrial companies in the United States

16 Second Story

- Buyer and employee behavior is rapidly changing and industrial companies need to find new ways to keep up. Momentum is focused on finding solutions to these challenges so that industrial companies can continue to thrive and compete no matter what comes next.

Positioning Statement

- To industrial companies, Momentum is a marketing partner that maximizes growth potential through innovative marketing solutions designed to drive sales and attract top talent.

Brand Archetype

- **Primary:** Sage ([learn more about this archetype here](#))
- **Secondary:** Every Man ([learn more about this archetype here](#))

Core Values

INNOVATE Develop better ways to bring success to others.	DRIVE Be ambitious and relentlessly pursue excellence.	RESULTS Deliver value that is meaningful and measurable.
GIVE Express gratitude through action and help those around us.	RELATIONSHIPS Create strong connections through thoughtful collaboration.	GROWTH Challenge the status quo and never give up.

Sales Verbiage

- We act as a “bolt-on” marketing department for industrial brands.
- Momentum is relationship driven - we seek to develop success long-partnerships with our clients.
- We work best with companies that have a strategic outlook and want to capitalize on new ideas to achieve long term growth and success for their organization
- We have a proactive approach and provide fully managed solutions with a dedicated team marketing experts.
- We help position your business as an industry leader.
- Momentum has partnered with nearly 100 industrial businesses over the past decade
- We provide solutions tailored to your industry and market.
- We have extensive knowledge and experience in industrial markets.
- Highly targeted campaigns to engage and nurture prospective buyers
- We understand that the sales environment in your industry can be dynamic, complex, and long.
- We are like you. We build solutions to solve our clients challenges.

“Branded” Terms - Example Usage

- Marketing strategies **geared** towards your industry.
- **Forge** new relationships and grow market share.
- Marketing solutions **engineered** to promote sales growth and attract top talent.

About Us Verbiage

- We are passionate about marketing and manufacturing.
- We combine our blue collar work ethic with high-tech solutions and effective strategies

Keywords Related to Our Brand / Company / How We Work

Growth	Results / Goals	Experts	Responsive
Accelerate	Data Driven	Knowledgeable	Client-Centric
Digital	Fun	Technology	Problem Solvers
Connect	Sophisticated	Empowering	Discipline
Authentic	“One Stop Shop”	Organized	Creative
Relationships	Thought Leader	Holistic	Solution
Strategic	Value	Caring	Integrity
B2B	Specialized	Elevate	Innovation
Partner	Guide	Energized	Process Driven
Catalyst	Collaborate	Curious	Proactive
Industrial	Business Minded	Responsible	Trustworth

Content from other company websites

This content is intended to provide inspiration for the type of content and tone we want to use. Please do not copy anything word-for-word since these are some of our competitors.

- Created For B2B Buyers In Your Industry: We know what information B2B buyers are looking for, how they look for it, and when they need it. We align your websites to help these buyers do their jobs, positioning you as a great partner.
- Today, 93% of B2B buyers start their process with an online search – and they prefer not to talk with a sales person. They want information – about your company, your services, and your expertise – and they want to evaluate you on their terms in accordance with their timelines.
- When engineers, procurement professionals, and industrial and commercial buyers get serious about finding suppliers and sourcing products, they come to Thomasnet.com. It's home to the most active network of qualified, verified buyers in the world, and more B2B buying activity takes place on our platform than anywhere else on the planet. If you're looking to connect with these highly sought after buyers, this is where you'll find them – and where they will find you.
- At Thomas, we've helped more than 500 manufacturing and industrial companies improve their rankings, generate more traffic, and drive more leads through our strategic Search Engine Optimization approach.
- We're a full-service marketing agency dedicated to industrial marketing.
- We specialize in online marketing for industrial manufacturers, fabricators, CNC shops, OEMs, and more. Manufacturers of all sizes are the foundation of our company. Whether you are just getting started with online marketing or sourcing a new vendor, our team will work with you on tailored online marketing strategies that are focused on performance and results.
- Created For B2B Buyers In Your Industry: We know what information B2B buyers are looking for, how they look for it, and when they need it. We align your websites to help these buyers do their jobs, positioning you as a great partner.
- Our expertise includes working with well-known equipment manufacturers and technology manufacturing companies, along with distributors and mid-sized companies. We focus on generating real leads your sales people will want to pursue whether here in the U.S. or across the globe.
- We help manufacturers and industrial service providers build online marketing and sales programs that attract the right leads and drive more sales.
- We work with manufacturers and industrial-sector service providers. We're at our best with companies that sell complex, customized products or solutions that require an extended and highly consultative sales process.
- At Gorilla 76, we're not vendors for our clients, but strategic business partners. If we're going to help you build and execute a sustainable inbound marketing and sales program for your company, we'll need to learn how your business works and how your customers think.
- From process improvements and lean manufacturing to job shops and OEMs, we speak your language.

- Like running a machine or a business, manufacturer marketing involves many moving parts. We help our clients in the manufacturing industry streamline this process to build awareness, generate sales and grow ROI.
- We Engineer Customer Acquisition Machines We transform how small & mid-market manufacturing & industrial companies acquire customers in the digital age.
- Getting products in front of a targeted audience is critical to achieving sustainable growth for manufacturers. We deep dive into your buyers' purchasing habits and preferences to help you adapt and stay competitive in a rapidly changing procurement environment.
- Every element of your digital strategy plays its own integral role of guiding a stranger through the journey of becoming a long-term client. We combine high performance website design with heart and data-driven marketing to drive and convert prospects.
- Most of your business comes from cold calling, word-of-mouth referrals or repeat customers, so you're skeptical about how digital marketing efforts will prove effective to your bottom line. The truth is, an integrated digital marketing program can significantly extend your reach and attract more qualified leads for your sales team than what you thought possible.
- With years of hands-on industrial marketing experience, our innovative in-house team shortens the learning curve and equips clients with streamlined digital marketing strategies focused on shortening sales cycles and increasing revenue.
- Manufacturing companies, along with distributors and mid-sized companies. We focus on generating real leads your sales people will want to pursue whether here in the U.S. or across the globe.
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At Stifel Marcin, we specialize in helping manufacturing, industrial and technology companies target and motivate their audiences, successfully promoting their brands, products, and services. Here's a few ways we are different from most marketing agencies and why we think you'll like working with us.

B2B Marketing is All We Do - Unlike many advertising and marketing agencies, serving B2B clients is not just a portion of our business... it is our only business. You've heard the saying, "Hire experts to do expert work?" We are your B2B marketing experts.

We Speak Engineer - Targeting and motivating a technical audience takes unique skills. For almost two decades, Stifel Marcin has been immersed in manufacturing, industry and technology marketing. Our breadth of experience has taught us how to succinctly and creatively communicate the benefits of complex products and technical services to engineers, project managers, purchasing agents, and more.

Miscellaneous Messaging (Position / Description / Mission)

- The only digital and recruitment marketing firm for industrial companies on earth.
- The only industrial-focused marketing and recruiting agency.
- Grow industrial companies with innovative marketing strategies that attract new clients and top talent.
- Sophisticated marketing solutions for industrial companies serious about growth.
- We help industrial companies attract new clients and recruit top talent through innovative marketing solutions.
- The only agency that specializes in digital marketing for industrial companies in Michigan.
- Proven digital marketing and recruitment strategies for industrial businesses.
- Momentum provides innovative marketing solutions that drive sales and attracts top talent for manufacturers and industrial service providers.
- Innovative marketing and recruiting solutions for manufacturers and industrial service providers.
- Industrial Marketing & Recruitment Agency
- Full service digital marketing and recruitment agency for manufacturers, distributors and industrial service providers.
- With the motorcity in our backyard, and marketing in our hearts.
- A new way for industrial companies to attract new customers and top talent.
- Full-service digital marketing and recruiting programs for manufacturers, distributors and industrial service providers.
- With the motorcity in our backyard, and marketing in our hearts - we were destined to contribute to the growth of industrial business.
- Industrial-focused marketing solutions that drive sales and attract top talent
- For industrial companies that want to increase sales and hire top talent, Momentum is a digital growth agency that delivers big results. Unlike competitors, we are the only company that specializes in digital and recruitment marketing for your industry.
- Momentum drives meaningful growth for industrial companies through innovation digital and recruitment marketing solutions.
- Momentum partners with industrial companies that need to increase market share and hire top talent. Our clients experience meaningful growth with our innovative digital marketing strategies and technology.
- Industrial companies that need to increase market share and hire top talent partner with Momentum to reach new heights through innovation marketing strategies and technology.
- Industrial companies increase market share and attract top talent with our innovative digital marketing and recruiting solutions.
- Drive meaningful growth for industrial companies with innovative digital marketing and recruiting solutions
- Momentum's digital marketing and recruiting solutions help industrial companies drive meaningful growth.
- Industrial marketing and recruiting solutions

Recruitment Marketing / ATS Related Sites for Inspiration

Product / Service Related

- ApplicantPro - www.applicantpro.com
- ExactHire - www.exacthire.com

Employer Branding / Recruitment Marketing

- Iron Paper (recruitment marketing page) <https://www.ironpaper.com/recruitment-marketing/>
- KRT Marketing - <https://www.krtmarketing.com/>
- Here Fish - <https://herefish.com/recruitment-marketing-info/>
- TMP - <https://www.tmp.com/>