



FACTORY  
PR | MARKETING



DREAM FACTORY  
ADVERTISING | PR | MARKETING



PROCESS DRIVEN.

ROI FOCUSED.

The B2B Marketing Experts



## Process Driven. ROI Focused.

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### Dream•Factory

/drēm 'fakt(ə)rē/

*noun*

an agency that blends a streamlined process with integrated strategies to deliver measurable results.





## YOUR BOTTOM LINE IS JUST AS IMPORTANT TO US AS IT IS TO YOU

We are an agency built on your goals, utilizing an incorporated marketing process, extensive experience in the power generation industry and advanced technologies to deliver quantifiable return on our efforts.

### Our dynamic solutions focus on key these areas:

- Marketing Strategies
- Branding and Rebranding
- Lead Generation and Nurturing
- Marketing Automation
- Public Relations
- Advertising and Design
- Marketing Analytics
- Web and SEO Development

Our marketing plans work cohesively across all platforms and initiatives to create the greatest impact with your target audience.



## HOW WE DO WHAT OTHERS CAN'T

We mix strategy and creativity, bringing science and art together for our own ROI-driven renaissance. From the beginning of our client relationships, we're not afraid to explore new avenues for you. ROI comes from consistent branding, which is more than just a pretty website and brochure. It's about working together, expanding knowledge and using multiple advertising, marketing and public relations platforms to your advantage.

### PROCESS-DRIVEN STRATEGY

Customized goals that deliver results

One of the most common marketing struggles for a company revolves around the lack of resources when attempting to achieve your goals. While most agencies can give you tools to help alleviate this issue, the process of formulating a strategy based off of relevant research, advanced technologies and measurable results is not usually integrated.

**At Dream Factory, this process-driven strategy is in our company DNA. The key to our success and what separates us from ordinary agencies begins and ends with processes.**

In marketing, advertising and public relations (PR), it's not about putting in extra time; it's about bringing the right processes together to develop a strategy for each client, involving dynamic approaches, comprehensive industry and company understanding and progressive technologies. We utilize a measurable, integrated marketing process and customize it to determine the most successful strategy for your brand.





## HOW WE DO WHAT OTHERS CAN'T

We believe an agency's real value comes from being a natural extension of the client, functioning seamlessly with internal operations.

By immersing ourselves in every aspect of your business, we foster a genuine, transparent partnership, focused on propelling your corporate growth.

**Our client's success is not by chance.**  
Working with Dream Factory distinctly offers:



### Industry Experience

17 years working with various clients in B2B industries, from every facet of marketing, advertising and public relations, we know what initiatives work best for your markets.



### Quality of Work

Our diverse and experienced staff, from marketers to designers, developers, writers and more, generate not only high-quality deliverables, but measurable, successful results.



### All-in-One Capabilities

We handle everything from start to finish, including initial strategy and planning, content and design, execution, comprehensive analysis and performance optimization.

We are here to provide the complete marketing support you need. Whether it's increasing leads, redesigning a website or creating an entirely new brand, the success of our clients is our main mission.

Some of Our Clients  
Have Included:

SIEMENS

traka  
ASSA ABLOY

FedExOffice  
Print & Ship Services

ArrMaz

WELLS  
FARGO

CHEP  
EQUIPMENT POOLING SYSTEMS

UNIVERSAL STUDIOS  
FLORIDA

TURBINE TECHNOLOGY  
SERVICES CORPORATION

## Numbers Don't Lie

Don't just take our word for it. Explore two distinct case studies of how we've taken our clients' success to the next level.

54%  
REDUCTION  
IN COSTS

## Marketing Support for a Global Energy Company

## ADDITIONAL BENEFITS

### The client gained:

- Quicker turnaround rate with averagetask completion within 1 business day
- Significantly higher ROI on segmented marketing efforts
- Automated inbound leads from all online sources

## CLIENT CHALLENGES

- To execute high-level marketing strategies to meet company goals, they needed:
  - Resources
  - Expertise
  - Manpower
- They were unsure of:
  - How and where to invest time and money
  - What should be done in-house versus outsourced
- The client found it difficult to obtain:
  - The necessary support for their challenges
  - An agency familiar with B2B marketing within their market

## OUR SOLUTIONS

- Utilizing long-standing experience in the energy industry, Dream Factory aligned with the company's goals by:
  - Developing integrated marketing strategies
  - Designing creative promotional collateral
  - Implementing global, targeted campaigns
  - Developing a global website and information sharing platform
- Our exceptional creative and marketing teams worked to develop campaigns that:
  - Supported our client's brand image in all marketing efforts
  - Delivered fully executed strategies in efficient time frames
  - Provided branding and lead generation to support international sales teams





## Some of Our Clients Have Included:



## Increasing Lead Generation in a Competitive Market

**210%**  
ONE YEAR  
INCREASE IN  
LEAD GENERATION

210% increase of high quality leads, rapidly growing their ROI



## ADDITIONAL BENEFITS

### The client also gained:

- Highly targeted, customized campaigns for improved budget allocation and market saturation
- Improved Google AdWords quality score, reducing the cost per lead
- Research data that uncovered additional tertiary market opportunities for additional profit avenues
- 100% automation of lead generation from PPC into the sales team

## OUR SOLUTIONS

- Through our exclusive methodologies, Dream Factory was able to enhance their PPC lead generation by:
  - Performing extensive industry and competitor research
  - Creating geographically segmented campaigns
  - Refining targeting and campaign scope per salesperson
  - Applying market seasonality calculations to optimize campaign performance
  - Developing and launching more informative and higher converting landing pages



## CLIENT CHALLENGES

- Lead generation was a struggle with:
  - Over 20 pay-per-click (PPC) competitors
  - Uncertainty on how to deliver the most profitable digital leads
- With a niche industrial market, they needed experts who understood how to:
  - Implement marketing for their B2B markets
  - Cut through the clutter and deliver quality results
  - Increase return on their marketing investment
  - Streamline their lead generation into sales



- Additionally, we implemented marketing automation systems that:
  - Fully automated the lead intake process
  - Created immediate touchpoints with leads, enhancing their potential
  - Streamlined leads to the appropriate salesperson per region and per product
  - Integrated an automated reminder system for salespeople so no lead was lost
  - Built a follow up system for management to evaluate sales team performance



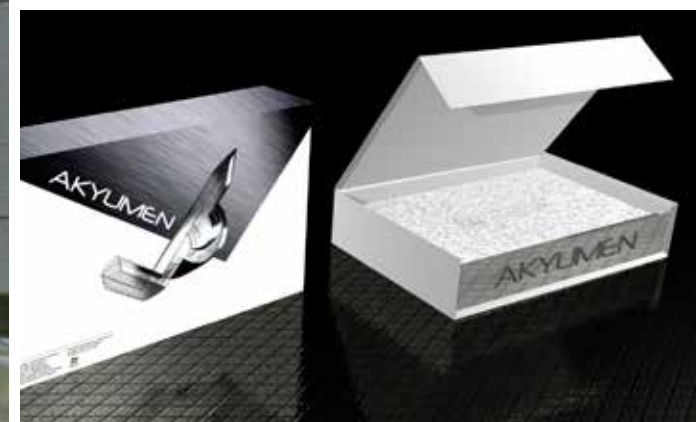
**DREAM FACTORY**  
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## Discover the Creativity

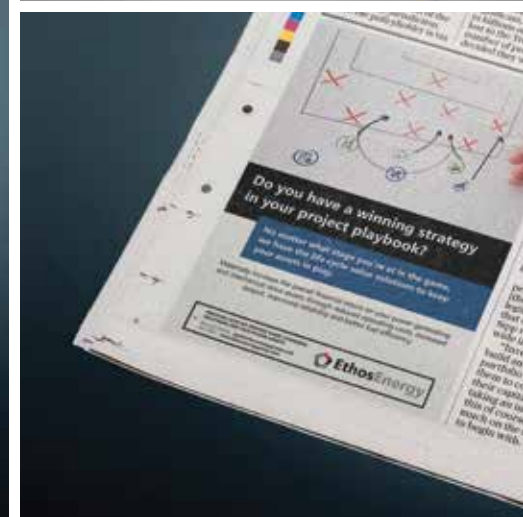
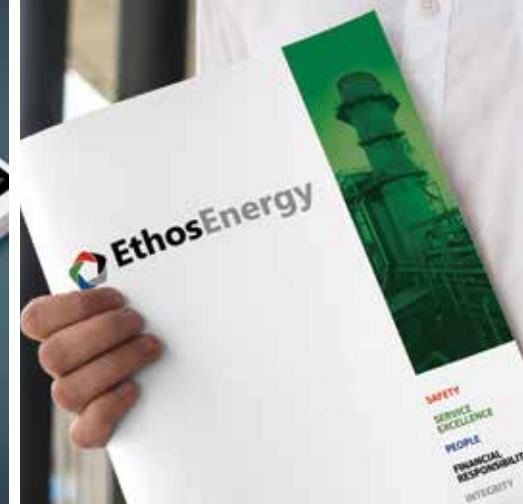








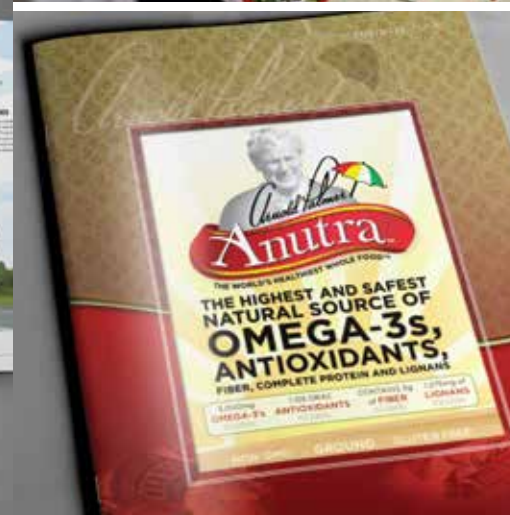








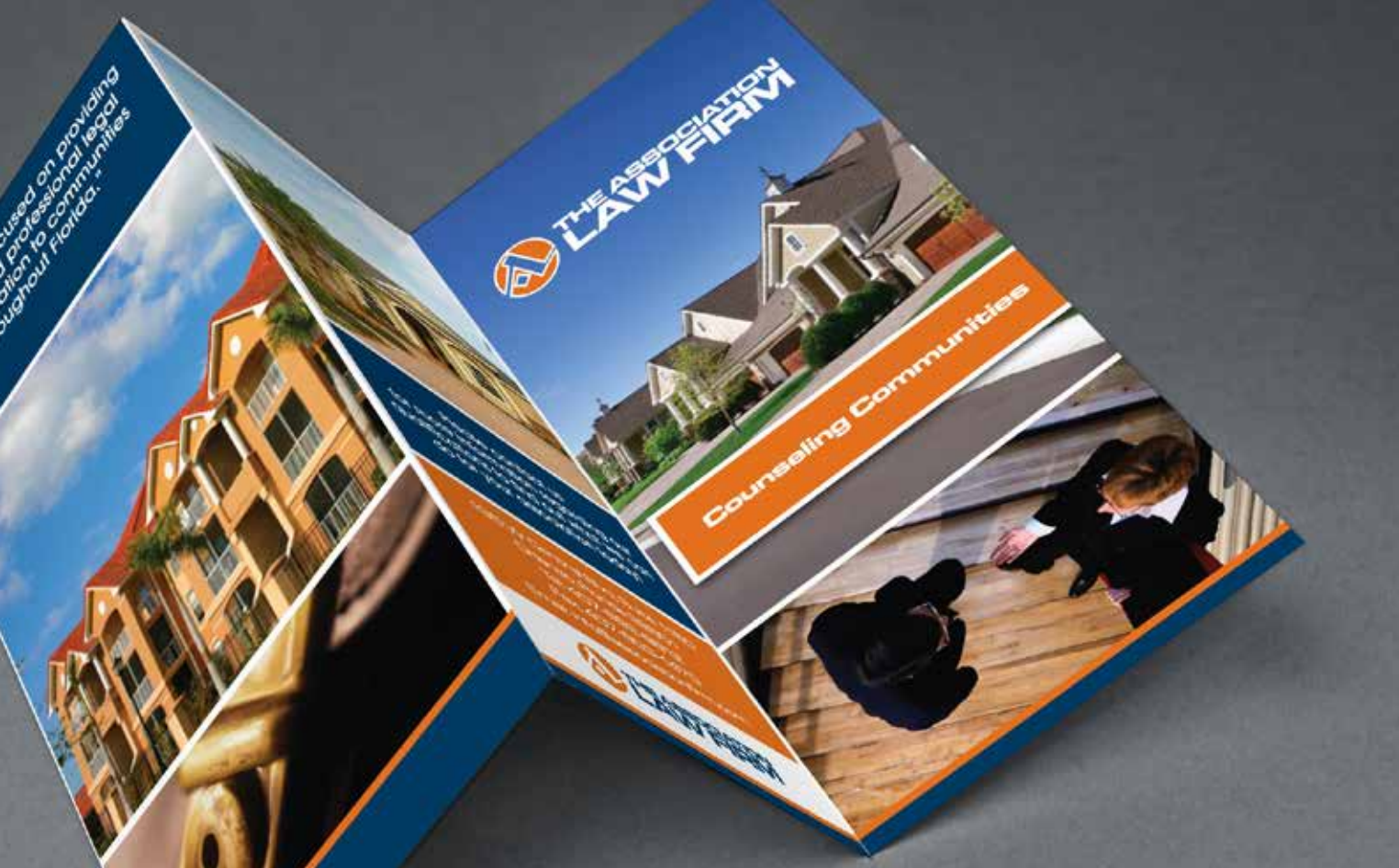




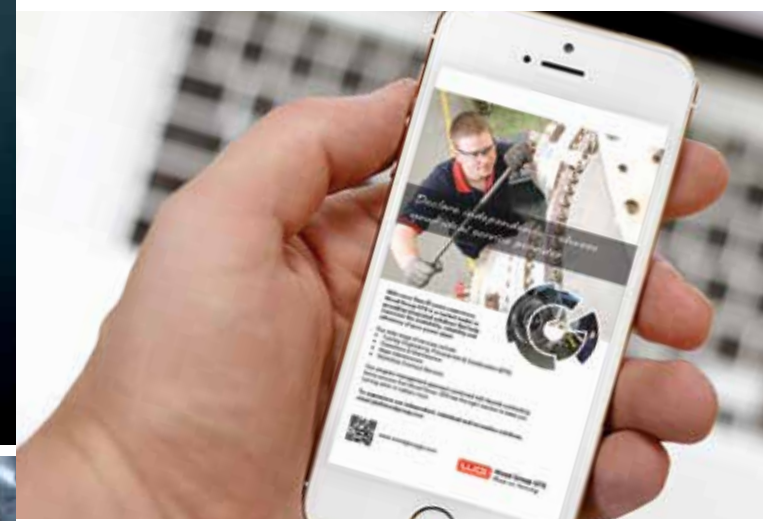




















## Advanced Tools and Software We Use:

SharePoint

HubSpot

WordStream

Infusionsoft.

salesforce

Google Analytics

Google AdWords

LinkedIn

prvweb

Constant Contact

MailChimp

SharpSpring

Marketo

web ceo

VOCUS

unbounce

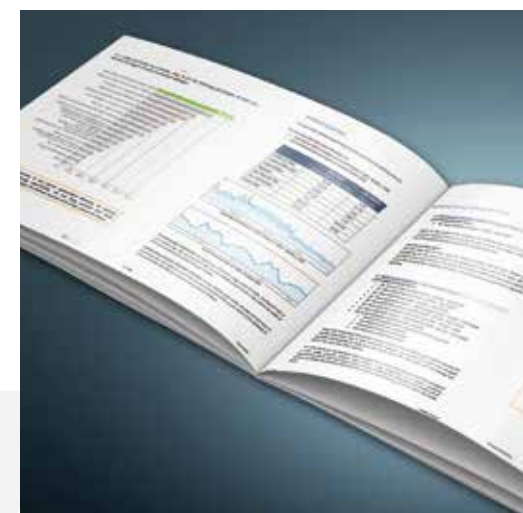
Optimizely

CISION

Pardot

eloqua

inVISION








READY TO GENERATE


POWERFUL RESULTS?

**Let's discuss your goals and how we can help take your brand to the next level.**

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