



## WHO WE ARE

Gotham is a collection of marketing, design and messaging experts who don't mind getting our hands dirty. We excel in strategically helping industrial companies package products and services in a way that compels the desired buying behavior among prospects.

By supplementing our core staff of in-house professionals with carefully selected contract talent, we maintain a reasonable overhead. This cost-effective, flexible system lets us accommodate time-sensitive campaigns and mobilize specialists as needed. The result is a perfect creative team for your unique marketing initiatives.

Our agency specializes in traditional, outbound marketing tactics as well as modern inbound tactics such as SEO and targeted content. Through data driven, strategic thinking supported by innovative creativity, Gotham can dramatically increase your marketing results. Let us help you maximize the return on your marketing budget!

## MEET THE GOTHAM TEAM



## OUR METHOD

### WE FOCUS ON YOUR:



Goals



Analytics



Markets



Competition



Customers



Products



Services



Messaging

### TO BUILD:



Strategy



Tactics



Results

Through research and study of this data, we build successful integrated marketing campaigns that result in more leads, increased sales growth, and enhanced profitability.

## WHERE WE'VE BEEN

**1989**

Gotham was founded in a bungalow in Hickory, NC.

**1991**

We moved into our first "real" office, concentrating on business-to-business, industrial marketing.

**2000**

Began working with our first international client based in Graz, Austria and Paris, France.

**2008**

Our sister company, X-Factor Web Marketing, was founded, specializing in SEO, public relations and social media.

**2010**

MarketingGhost is launched to provide virtual marketing and consulting services.

**2011**

Gotham goes "virtual" with all employees now working from their home offices.

**2019**

Gotham's 30<sup>th</sup> Anniversary

**2020**

Gotham launched a brand new website!





## CLIENT RESULTS



In the two years the company has worked with Gotham for strategic marketing planning and execution, BETCO sales increased 60% in the first year and are on pace to grow another 15% in the second (current) year. Due to demand, BETCO added a second shift and is presently at 100% of manufacturing capacity.



Within a year of teaming with Gotham, web visits were increased by 113% and page views increased by 86%. Gotham built a social media presence for the company on YouTube and Facebook. Through social media content management, Gotham was able to build Facebook "Likes" to over 600 in only two months' time. Sales revenue has grown by 28%.



Gotham applied proactive, data-driven strategic marketing planning and built integrated inbound and outbound marketing campaigns that boosted sales, profits and awareness of the company's Muratec brand. This resulted in the Turning business unit of Murata's Machine Tools Division having recorded its best sales in more than 40 years of company history.

## OUR SERVICES

### STRATEGY

Virtual Marketing Direction  
Strategic Marketing Planning  
New Product Launch Strategy  
Marketing Consultation  
Online/Inbound Strategic Plans  
Drip Marketing Campaigns  
Media Placement

### BRANDING

Product Naming  
Logo Design  
Identity Packages  
Trademarking  
Slogans & Positioning Statements

### PRINT DESIGN

Print Ad Design  
Direct Mail  
Packaging Design  
Brochures  
Identity Packages  
Catalogs

### PUBLIC RELATIONS

Optimized Press Releases  
Editorial Articles  
Corporate Case Studies  
Media Distribution

### INBOUND MARKETING

Search Engine Optimization (SEO)  
Social Media Marketing  
Pay Per Click Marketing  
Blog Copywriting  
E-Newsletters  
Email Marketing

### DIGITAL DESIGN

Responsive Website Design  
Website Maintenance  
Pay Per Click Ad Design  
Social Media Page Design/Branding  
Digital Brochures  
Blog Design  
Banner Ad  
Interactive Ad  
Web-based Apps  
Extranet Development & Design  
Digital Catalogs  
Video

### TRADE SHOW MARKETING

Booth Theme and Design  
Signage  
Email Marketing  
Print Ad Design  
Direct Mail  
Optimized Press Releases

## MARKETS WE SERVE



AUTOMOTIVE



FURNITURE



GREEN



MACHINERY



MANUFACTURING



MARINE



SUPPLY CHAIN



TEXTILES



TOOLING



UTILITIES



WIRE AND CABLE



WOODWORKING

## WHY GOTHAM?

- Listening is a top priority
- Virtual structure means lower overhead
- Personal service is delivered regionally from our Western N.C. offices
- Marketing budgets from \$60 to \$500K are our forte
- Innovative advertising tactics are rapidly and regularly adopted and implemented
- Clients are assigned the best team for their particular needs and industry
- Understandable terms are spoken
- Egos are checked at the door

## HELPING FOREIGN MANUFACTURERS EXPAND INTO NORTH AMERICA

Many foreign businesses recognize the importance of a physical presence in the North American market. Once a North American-based satellite is established and staffed, it needs to be properly promoted for success. Since 1989, Gotham has partnered with companies in both Europe and Asia to reorganize and adapt the messaging of their marketing communication for the North American marketplace.

## WHERE WE ARE

905 Hwy 321 NW Suite 218  
Hickory, NC 28601



828.327.8099 x 800  
www.gothamstrategic.com