

## Business Summary

Throughout our 5+ year successful partnership with Illinois Manufacturing Excellence Center (IMEC), StratMg—a Certified Minority-Owned Business Enterprise—has delivered sales growth: faster and with greater predictability for manufacturers.

We accomplish this by leveraging best-in-class technologies & in-depth analytics to establish a deeper and more meaningful relationship of trust and credibility with prospects and customers.

## Results – NIST Surveys – a 5-year Summary



“Our mission is to create & save manufacturing jobs in the US through consistent long-term sales growth.”

## Core Competencies – “Before people buy FROM you, they have to buy INTO you” – We do that!

- ▶ **Sales Strategy** - Growth Strategy, Revenue Diversification, New Market Entry
- ▶ **New Business Acquisition** – Lead Generation, Lead Nurture, Appointment Setting
- ▶ **Customer Retention** – Expose Cross-Sell/UpSell Opportunities, Brand Loyalty

## Capabilities

- ▶ Lead Generation
- ▶ Email Marketing & Marketing Automation
- ▶ SEO & Social Media
- ▶ Appointment Setting
- ▶ Online Advertising
- ▶ Website Development

## Differentiators

- ▶ Unambiguous, transparent & quantified solutions – Investment Dollars mapped to Sales Pipeline
- ▶ Flat Fees tied to specific quantifiable deliverables
- ▶ A sales-driven marketing solution provider

## Social Responsibility

We support our community by leveraging our capabilities to help integrate disadvantaged individuals into society.

- ▶ [Autism Workforce](#) - Connect autistic individuals to labor needs of manufacturers
- ▶ [American Legion](#) - Introduce new opportunities for returning veterans
- ▶ [Streator Unlimited](#) - Link individuals with epilepsy to resources like job training, employment etc.