

# Be **KNOWN.** Drive **GROWTH.**

## WE'RE THE EXPERTS FOR GROWING COMPANIES

Choosing the right agency can immediately accelerate your efforts and deliver positive impacts. We're an award-winning agency comprised of senior, trusted advisors. We're just as passionate about everyone knowing your name as you are. And we help you generate the authentic brand recognition and third-party validation to get you there.

### B2B EXPERTS

A compelling brand story makes complex B2B ideas clear. Creating this type of sophisticated content is our specialty, thanks to our deep expertise in complex industries. We support rapid-growth startups to large, public organizations to generate brand awareness, exert thought leadership and drive demand.

### PEOPLE-FOCUSED

We treat our people differently in a notoriously high-turnover business by nurturing their development and giving them space to engage in their passions. You won't be losing your favorite team member and retraining new people every year. You will work with people who are 100% excited and engaged to serve your business every day.

### PR AND MARKETING

When PR and marketing teams collaborate, magical things can happen. By leveraging PR assets alongside powerful digital marketing tools, brands can integrate impactful, authentic content into the sales process and build a stronger relationship with buyers, influencers and advocates along the way.

## OUR SERVICES

### MEDIA

We parse out the best storylines that make your business unique, zero in on compelling metrics, and identify case studies to drive media attention over and over again. We drive high volumes of quality media coverage, building trust, nurturing your reputation, and making you a highly credible source.

### BRANDING AND POSITIONING

To respond to constant change, your brand must have a foundation that is meaningful and timeless. We define authentic, defensible brand positions that build lasting awareness and trust to rise above the feature-functionality arms race. We'll help you find your unique voice and stand out amongst the competition.

### CONTENT MARKETING

We build brand awareness and preference with an integrated, full-funnel approach that starts with valuable owned content that can be amplified and syndicated through shared and paid channels. We're known for digging into complex issues and creating engaging content that is both comprehensive and approachable, assets that deliver real value and can be gated for lead gen. It's content that gets your brand into the conversation, attracts new leads, nudges prospects through long sales cycles, and provides a steady flow of new material for your sales team.

### CONSUMER EXPERIENCES

For companies with B2C offerings, we help you get noticed in a competitive category by creating large-scale brand and product awareness campaigns. We drive consumer adoption of financial products and services through clear and concise brand stories.

## A FEW OF OUR PARTNERS



## RESULTS-DRIVEN

**17**  
YEARS YOUNG  
with a focus on  
payments and fintech

**5, 10, 15+**  
YEAR LONG  
RELATIONSHIPS

**2023**  
AGENCY OF THE YEAR  
Awarded by PR Daily

“ I have worked with The Fletcher Group for almost 15 years in their capacity as a leading player in the payments industry. They have become a valued strategic partner to our organization delivering PR and marketing programs that drive measurable and impactful results.”

— Talbott Roche, CEO and President, Blackhawk Network

