

Summary of vision.

Our company overview & mission

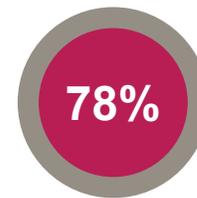
Apexx Group is an innovative business-to-business marketing and sales consulting firm that understands strategy and excels at execution. Clients look to Apexx Group to profitably grow sales—whether that requires discovering new markets and segments, finding or building a better way to get to market (distribution and/or sales channels), improving marketing and sales technology, or actually taking product to the market.

Unique approach & expertise

Achieving profitable growth requires the proper resources and tools. Apexx understands that each organization has unique needs and challenges. While there are tools and methodologies that Apexx uses as a framework, they by no means limit what Apexx has to offer its clients.

Samples of work

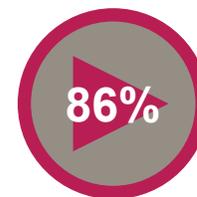
- Multi-channel marketing campaigns (which included case studies, email campaigns, landing pages, white papers, press releases, surveys and calling campaigns) generated **greater sales in one month than the prior three months of combined sales**, a 300% growth over single channel marketing results
- An integrated offline and online product marketing strategy to introduce and promote a new line of private label products led to **sales growth in excess of 40% per year**
- A stratification and segmentation study led to new market segment focus and eventual double-digit growth
- Production of a video series generated enough sales to recoup all development and production costs within the first two weeks of the first video launch
- Strategic and tactical planning and campaign development helped a non-profit **grow by more than 600% in 1 year**
- Customer satisfaction research via telephone and electronic surveys resulted in a fivefold increase in e-commerce platform adoption, a double-digit increase in platform sales and decreased support issues
- Multi-channel programs lead to **\$30MM in new sales opportunity** for a financial services company
- Design of a user-centric website for a non-profit led to **increased donations by more than 500%** within 6 months of launch



78% of CMOs think **custom content** is the future of marketing

“The Apexx Group partner team are great facilitators with hands on operating experience, the type that your team respects and responds to.”

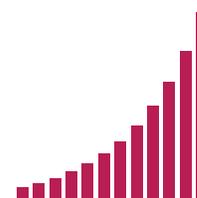
– **Mike Ruprich**, CEO (former CEO of Newark Electronics), **Troxell Holdings**



Videos on landing pages increase conversion by 86%



Customer testimonials have the highest effectiveness rating for content marketing at 89%



A multi-channel strategy & integrated sales team model resulted in double-digit sales growth month over month for a multi-billion dollar B2B distributor

Our company overview & mission

Apexx Group's base of experience drives the development of effective growth strategies, tactical business models and rapid implementation—leading to exceptional, sustainable sales growth.

Analysis & strategy

- Organization growth assessments
- Strategic growth planning
- Analytics
- Customer stratification
- CRM metrics & strategy
- Customer lifecycle & contact strategy
- Research & surveys

Marketing

- Branding & logo development
- Website & e-commerce development
- Video development
- Thought leadership (white papers, case studies & POVs)
- Targeted content development
- Collateral, POP & advertising
- Event planning & execution
- Product marketing & branding
- Multi-channel campaign development

Demand generation

- CRM customization & implementation
- Lead generation
- Integrated Account Management (IAM)
- Resource enhancement for targeted campaigns
- Campaign testing & refinement

“Apexx has this open and collaborative process of working together and I have been blown away with the design details and choices that have been given to me.”

– *Mike Cannon, President, Rally Prospecting*

“Our online donations increased significantly within a very short amount of time. The site helped us launch our new brand into the marketplace.”

– *Dena Fellows, Marketing Director, Vision Forward*

Industries

- Associations & foundations
- Banking & financial services
- Construction products
- Food services, supplies & manufacturing
- Energy
- Healthcare
- Hospitality
- Industrial manufacturing & distribution
- Non-profit
- Office products
- Software & SAS
- Technology & electronics
- Utilities & telecommunications

Apexx Group LLC has a rich history of marketing and sales strategic planning, tactical design and successful implementation. We are willing to invest in a conversation to understand how we might help you achieve your growth objectives. Contact us at **414-316-2730** to schedule a free consultation with Apexx today.

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