

# THRIVE ON CHANGE

Tier One Partners is a full-service PR, digital, and content marketing agency that helps companies thrive in fast-changing business environments. We turn B2B and B2C innovators into category leaders by steadily aligning their mission to the most pressing challenges and opportunities of our time.

## TIER ONE AT A GLANCE

18-year-old full-service PR, digital, and content agency

Offices in Boston and Chicago; global agency network

Dedicated, cross-functional teams

Unequaled ability to fast start

Mission and value focused

Creative thinking, turnkey services

Proactive idea flow

Iterative, data-driven planning

Client service driven

## OUR UNIQUE APPROACH

**AGILE COMMUNICATIONS.** We're creative, nimble, and proactive. Our strategists, media mavens, content and social media experts, digital marketers, and graphic designers work like integrated special ops teams to capitalize on the best opportunities to keep our clients top of mind.

## WHY CLIENTS HIRE US

**ORIGINALITY, SPEED, AND FLAWLESS EXECUTION.** Our inventive thinking and dedication to the highest quality work produce award-winning campaigns that deliver outstanding results without large agency hassles.

## WHAT MAKES US STAND OUT

**OUTSTANDING CLIENT SERVICE.** At Tier One, we strive to be indispensable partners to our clients, developing creative and award-winning work, and attracting and retaining the industry's top people. Our client engagements far surpass the industry average because we routinely assess our programs to determine what's working and how we could do better. Using the latest measurement tools on the market, we make sure our results connect directly to meeting clients' business and marketing objectives.

# RELENTLESS. RESOURCEFUL. RESULTS-DRIVEN

We create integrated communications campaigns that combine earned media, creative content, and the latest digital marketing strategies to build awareness, earn trust, and drive sales.

## PR

- Messaging and positioning
- Media relations
- Influencer programs
- Awards
- Speaking opportunities
- New product, service, and company launches
- Crisis preparation and management
- Executive media and presentation training
- Event planning and management

## CONTENT

- Content marketing and social media program strategy and management
- Blog post and bylined articles ghostwriting
- Website copy development and optimization
- Whitepapers
- E-Books
- Infographics
- Collateral creation
- Email campaigns
- Conversation marketing campaigns

## DIGITAL

- HubSpot management and optimization
- Inbound marketing strategy and management
- SEO and keyword optimization
- Website conversion optimization
- Paid advertising campaigns
- Social listening
- Trend spotting
- Website, microsite, and landing page development



**HubSpot**

SOLUTIONS PARTNER PROGRAM

As a HubSpot Agency Partner, we help marketing teams get the greatest return on their growth marketing investments.

# NWBOC

We celebrate our female leadership as a member of the National Association of Women Business Owners.

**TierOne** | PR  
■ PARTNERS | DIGITAL  
CONTENT

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