



## Measureable Marketing

MCG believes that great marketing organizations enable customer experience consistency. MCG delivers complete B2B marketing services:



### Content Marketing

Develop stunning content that engages prospects and retains customers.



### Product Marketing

Tools and collateral to help any sales, partner, or channel team win.



### Demand Generation

Transform curious suspects into qualified leads.



### Marketing Automation

Automate lead capture, engagement, and scoring as well as revenue cycle analytics.



### Artificial Intelligence

Use the latest AI technology to converse, qualify, and schedule meetings.



### Influencer Marketing

Identify and activate key influencers to champion and natively support your products.