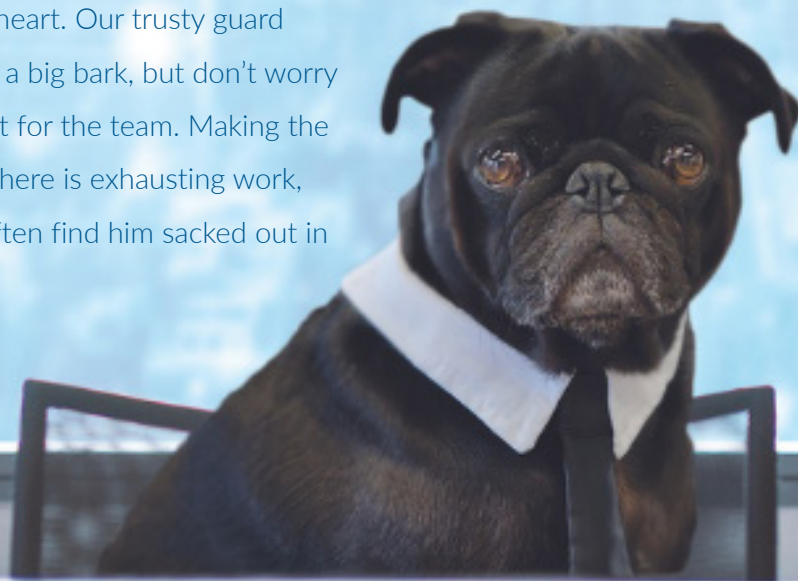


true
DIGITAL COMMUNICATIONS®

we make digital
marketing simple

meet murphy

Every office needs a furry friend — so we think. Murphy is True's Chief Happiness Officer, and he takes that title to heart. Our trusty guard greets all guests with a big bark, but don't worry — he's just looking out for the team. Making the big decisions around here is exhausting work, which is why you'll often find him sacked out in the corner office.



For Me, Business is Never Just Business. It's Personal. And That's the Way it Should Be.

Eleven years ago I could never have imagined what True would become today. I established True to be a truly digital firm to help businesses understand how to use an entirely new set of communications tools — SEO, SEM, PPC, data analytics, social media, display, content — to transform their marketing and sales programs. While I'd never call myself a risk taker, by expanding beyond traditional public relations, advertising, direct mail and graphic design, we changed our way of thinking to better solve our client's problems. It changed me, too. I saw what was possible — that's what powers True today.

When I started True, I wanted to work with a talented team of passionate individuals to achieve great results for our clients. I see it and feel it every day when I unlock the office doors early in the morning. It is a truly special place — and it starts with our people. Every one of our team members is focused on helping clients understand the true power of digital communications. We are as much teachers as we are communications professionals. And we have fun doing it, too. So much of your life is spent working — shouldn't you enjoy your time there? I think so.

I view our clients as true partners in business — that's exactly why I named my company True. I invite you to get to know True and our team members better today. Our door is always open — we have so much to share with you and are always available to listen and also learn more from you. Plus, our friendly pugs are always around the office with their teddy bears that are twice as big as them.

We'd love to show you the new space (see page 7 for details), introduce you to our team and play fetch with Murphy. As you can see, business truly is personal at True.



True by the Numbers

Doing digital
right since
2011

12

*employees -
and growing*

10

*pots of coffee per
day (at least)*

2

*pug... with
countless toys*



we bridge the gaps between
your brand and customers.



we are true

It's in Our Name: Digital is at the Heart of What We Do

From the very beginning, True has focused on data-driven strategies to bridge the gap between the online and offline world. We immerse ourselves deep in the numbers, cut through the clutter and carefully collect insights to bring focus to solutions. With business goals in mind, True uses tools like social media, content marketing, digital advertising, and website experience and optimization to effectively reach and engage audiences and produce measurable results.

At True, we value the comradery of growing together as a team and creating a close-knit culture to maximize results for our clients. Team True is agile and hardworking — and when we have our 'aha moment,' we lead our clients to success and share victories.

Connecting Clients with Insights from Around the World

Through the Worldcom Public Relations Group, clients have access to in-depth communications expertise from professionals who understand the language and culture of regions across the globe. True is one of a few digital



WORLDCOM
Public Relations Group

communications firm in the Worldcom Group, the world's leading partnership of independently-owned PR firms with 140 partners operating in 111 cities, 46 countries and six continents.

Industries We Serve

- Building Products
- Manufacturing
- Professional Services
- Nonprofit
- Healthcare Technology
- Food Equipment Services

Who We Work with

You're in good company. True works with great brands:



BENJAMIN OBDYKE



Weyerhaeuser





where the magic happens

A Space That is Unique by Design

True's growing team and capacity allows us to do more for our clients — and we designed our facility with clients in mind. Our workplace features an open floor plan and spacious conference rooms that enable collaboration amongst team members, while private huddle rooms provide space for focused work. While collaboration is crucial, having the additional space to separate has been a great benefit for our team during the COVID-19 pandemic. Plus, the extra square-footage gives Murphy a chance to get in some laps before his afternoon nap.

Clients are welcome to utilize the space as a remote office or simply a nice getaway. After all, they say that creativity is inspired by our surroundings. We are proud to have a facility that reflects our culture and capabilities — and we're excited to share it with you!



A Look Inside the AMMO Process

Identifying Client Needs Through Communication

At True, we're passionate about our clients and their industries. To get a deep understand of what our clients, and subsequently their audiences, need we take a deep dive into our four-part AMMO process. This process helps us narrow down the most important factors to develop the best marketing and communications strategy possible.

AMMO: The process for any communication opportunity.

1. **Audience:** *The people you need to reach. Be specific. What motivates these people and what pain points are they facing?*
2. **Messages:** *What do we have to say, show or demonstrate to attain our objectives? Be direct and clear.*
3. **Methods:** *Once the messaging is nailed down, it's time to determine what channels should be used to deliver those messages to your audience.*
4. **Objectives:** *What do you want your audience to do? To make sure all other aspects of AMMO are impactful, you need to define clear goals and objectives.*

True's Take

Chris Baldwin, Chief Visionary Officer and Founder

"The value of the AMMO process is that it has the potential to unlock a clients brand by going into in-depth details in the differentiators that are often overlooked. AMMO is just as valuable for us as it is our clients. It helps everyone get on the same page."



Learn more about the AMMO process

Email cbaldwin@truedigitalcom.com

industry trends

The Death of the Cookie and What it Means for Marketers

For years, brands have been able to use cookies to capture first-party data to better market to their audiences. However, now that Google is doubling down on its efforts to phase out the third-party cookie in 2022 and they have announced that they won't be building "alternate identifiers to track individuals as they browse across the web", marketers are now needing to navigate these new privacy efforts.

A recent GetApp survey captured how marketers are reacting:

41% of marketers believe their biggest challenge will be their inability to track the right data

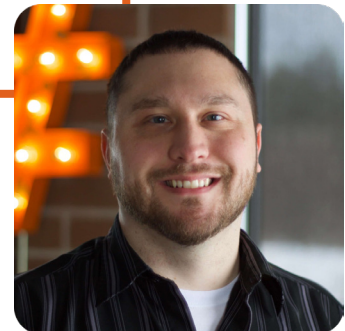
44% of marketers predict a need to increase their spending by 5% to 25% in order to reach the same goals as 2021

23% of marketing experts plan on investing in email marketing software due to Google's new policy

True's Take

Wayne Silasi, Digital Marketing Lead

Waiting on quote from Wayne :)



Mobile internet usage surpasses 50%

Mobile internet usage crossed 50% for the first time in 2017 — and Google is taking note.

3 Ways Your Business is Losing Leads Online and How to Fix It

Let's face it – if your company is lagging in the digital marketing realm you could be losing out on a lot of leads.

While print and trade show marketing is certainly valuable, digital marketing offers the ability to generate leads and measure results like never before.

You can use digital elements to reach audiences and generate sales in several ways:

1. Increase brand awareness with digital advertising campaigns

Digital advertising offers the ability to use granular targeting too reach leads and prospects when they're already looking to buy.

2. Design websites with conversion in mind

If you don't ask your visitors to take action or they don't know how to, they won't. Make it easy with simple navigation, clear calls-to-action and contact forms.

3. Use marketing automation to nurture leads

Once your website and content have inspired audiences to fill out contact forms, you can nurture those leads through the buyer's journey with automated marketing campaigns.

10

True's Take

Tony Fanizzi, Content Marketing Practice Lead

"It's critical to recognize that digital marketing is an important piece of the puzzle when you want to share content, make relevant connections with customers and generate more leads."



True's Take

Leah Chalet, Chief Operating Officer

"I believe the hybrid work model has offered us the best of both worlds – the ability to work remotely and from the office. At the end of the day, we manage performance based on our ability to deliver quality work and meet deadlines."



Retaining Employees During “The Great Resignation”

It's no secret that the COVID-19 pandemic has brought forth massive challenges in retaining employees.

In fact, talent retention is one of the most talked about topics from leaders across the globe according to the Worldcom Confidence Index Report. When you add on the discussions of hybrid and flexible working challenges, it's clear that employees remain a big concern for business leaders.

Attracting and retaining the best talent requires strong leadership and internal communication, especially in today's environment. Is your management team ready to compete for talent?

Ask yourself these questions:

- Q: How prepared are your leaders to engage employees whose expectations are high?
- Q: Do leaders know how to draw people into dialogue and discussion?
- Q: Does management inspire employees to generate ideas and innovation?
- Q: Does your company have a clear and effective internal communications plan?



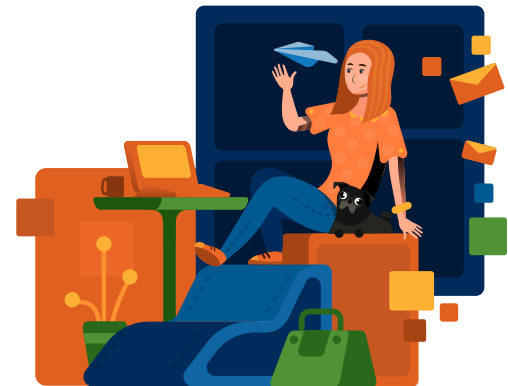
taking digital to new heights

We were doing this even before Google.

True's digital team goes deep into the data to explain what is happening and why. We search through in-depth digital analytics to assess current performance, then provide methods to optimize websites and other digital assets for search engine performance and user experience. Our digital associates and specialists are seasoned experts in developing highly targeted digital advertising campaigns and constantly look for ways to optimize performance to generate leads and produce results for clients.

12

content marketing done right



Know how to deliver the right content, on the right media, to the right audiences.

Content and communications team members develop messaging strategies based around brands' key values to generate qualified leads for clients through each stage of the buyer's journey. Our team optimizes content and adapts strategies to produce continual results for clients.

case study

Revamping Social Strategy to Meet Business Objectives and Goals

The Challenge:

Serving the plumbing industry since 1916, True's client needed help reworking their social media presence. With no content strategy in place and a lack of goals, their social channels needed to be restructured to best serve the brand's needs.

True's Approach:

True started by creating a social strategy, including identifying content pillars and associated KPIs to help measure success and promote meaningful content creation. Focused on aligning our client's branding and business objectives, True's strategic organic social media management plan centered on sparking and earning engagement from key audiences through compelling content.

The Results:

150%

increase in enrollment
inquiries for August 2021

27,623

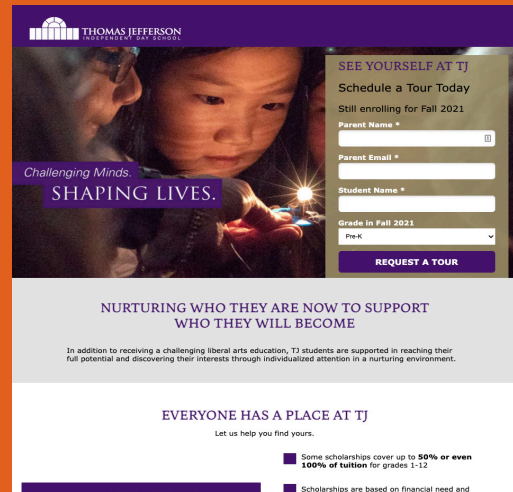
clicks on digital ads

18,358

visitors to target
audiences landing pages

+500,000

impressions on
Facebook



Learn more about our digital capabilities and other wins.

Visit www.truedigitalcom.com

case study

Learning How Content and Digital Marketing Efforts Can Create Business Opportunities

The Challenge:

Malco Automotive, a high-quality car-detailing products manufacturer, aimed to better understand its digital footprint and e-commerce efforts compared to its competitors. Malco partnered with True to uncover insights that would inform a go-to-market strategy and help them leverage new opportunities to secure B2B and DTC sales.

True's Solution:

True performed a Digital DNA and Content Audit that analyzed Malco's and its competitors online positioning. Our digital team analyzed website performance data, performed a technical SEO audit, conducted keyword research, and assessed paid advertising efforts that highlighted areas of improvement and potential opportunities. The content team evaluated the branding, messaging, and user experience design among the website and social media channels of Malco and seven of its competitors.



The Results:

8

opportunities identified to better optimize product pages for SEO

Recommended

a brand strategy that set Malco Automotive apart from its competitors

12

informed tactics suggested to boost Malco's paid advertising efforts



Learn more about our Digital DNA and Content Audit

Call 888.456.0369

evaluating opportunities

We do our research. Our Digital DNA and Content Audit is a comprehensive assessment of online visibility and opportunities.

Our audit process not only reveals how you rank against your competitors online, it determines the types of content needed for a proactive digital communications program using your website and other digital channels. Our audits are specialized to your needs. Whether you're looking to better understand your search engine visibility, keyword opportunities, digital advertising strategies, user experience, or everything in between – our Digital DNA and Content Audit helps uncover the best marketing strategy to tackle it all.

15

True's Take

Madeline Kline, Senior Content Marketing Associate

"The Digital DNA and Content audit is a fantastic tool that uncovers great opportunities for brands to be more competitive in an online landscape. The audit can help with develop an improved, well-informed strategy."



relationships fueled by trust

We make sure you understand what we're doing and why, and will tell you when something isn't working well and what we're doing to get better results.

Oftentimes, companies hire agencies to either support their existing marketing team or serve as their marketing department so finding the right personality and culture fit is key. Ask yourself, does the agency represent our company and its values? Does their culture blend with ours? When you hire us, we become an extension of your team and we want success as much as you do. At True, we are a team of highly motivated self-starters with one common goal: to make digital marketing simple for our clients.

16

True's Take

Jessica Greathouse, Account Service Lead

"Our client roster isn't just a "logo soup" vanity page on our website — for over 10 years, True has prioritized the relationships created with the PEOPLE behind the brands. These partnerships have played a key role in fueling our fire and we recognize that our success is a testament to the success of our clients."



case study

Lead Gen Campaign Maximizes Trade Show Performance

The Challenge:

Fantech, a ventilation products manufacturer, needed to drive more traffic to their booth at the International Builders' Show, the trade show that connects them with some of their most valuable leads. They needed a campaign to not only build awareness of their brand, but also attract the right prospects.

True's Solution:

True designed an integrated digital lead generation campaign that put Fantech top-of-mind for prospects and key industry leaders with:

- PR outreach and placements
- Hyper-targeted digital & social ads
- Lead-capture landing pages
- A social media contest
- Email newsletters

The Results:

2+ million
reached through PR
hits, social media and
display advertising

1,900+
visitors to lead-
capture landing page

33%
increase in direct
website traffic

27.6%
email open rate
leading up to
the show

6
PR features in trade
publications like Builder,
Professional Builder and
CodeWatcher



Learn more about our content work and other successes.

Call 888.456.0369



26901 Cannon Rd., Ste. 200



Bedford Heights, OH 44146



888.456.0369



truedigitalcom.com

