



joanne gore
communications



WHO
DO YOU HELP?



HOW
DO YOU HELP?



WHY
DOES IT MATTER?

YOUR FULL-SERVICE B2B MARKETING TEAM

We help software, hardware, print, and manufacturing companies around the world stretch their marketing dollars, attract a new generation of business, and pinpoint the quickest time to money – with programs that generate awareness, engagement, and growth.

Our approach starts by asking:

Who do you help? How do you help? Why does it matter?

We'll work with you to answer these questions, pinpoint your quickest time to money, and attract a new generation of business.



STRETCH your marketing dollars



ATTRACT a new generation of business



PINPOINT your quickest time to money



DRIVE more business connections



GENERATE awareness, engagement and growth

HOW WE WORK

At JGC, we encourage a healthy work/life balance. It's our belief that our laptops are our office and that with the right software, discipline and processes, we can help you no matter where you (or we) are.

We offer flexible solutions and programs that help you stretch your marketing dollars and hit your targets with:

PROJECT-BASED PROGRAMS

We'll help your lean marketing team thrive with playbooks, content and campaign calendars, website builds, etc.

RETAINER-BASED SERVICES

Monthly, soup-to-nuts B2B strategies like SEO, PPC, campaigns, etc.

HOURLY-BASED CONSULTING

Let's collaborate, strategize and explore your quickest time to goal through brainstorming, idea generation, strategic planning, etc.

HOW WE HELP

The hats corporate/in-house marketers wear change frequently. At any given point your company's marketing team is managing your events, creating buzz, generating leads, building your brand, talking to your community and managing your website.

At times something as simple as a social media post can cripple even the most seasoned marketer.

Let JGC help your lean marketing team thrive and hit your business goals – allow us to:



Do it **WITH** you



Do it **FOR** you



Show you **HOW** to do it

Choose JGC for help with:

- Messaging
- Content strategy & development
- Lead generation & conversion
- Social Media/Social Selling
- Paid Search/Paid Social
- Direct Marketing
- Trade shows/Events/User Groups
- Website & Online strategies
- Digital, Phygital, & Print marketing
- Keynotes, workshops, & consulting... and more

MAKE JOANNE'S TEAM YOUR TEAM

JGC is led by Joanne Gore, a veteran marketer, speaker, published author and mentor, who has proven that using the approach of creating awareness first, will result in customer engagement and company growth.

When you work with JGC, you gain access to Joanne's rolodex of hand-picked B2B professionals and virtual team warriors – spanning zoomers to boomers.

Together, the team provides expertise in niche markets and bleeding edge technology solutions including:

- AI/Machine Learning
- Cannabis
- Data/Opti-channel
- Digital Embellishments
- Direct Mail
- eCommerce
- Financial Services
- Hardware
- Health and Wellness
- Highly regulated, highly personalized comms
- Interactive Print
- Labels & Packaging
- MIS
- Print
- Professional Services
- Social Selling
- Software/SaaS
- Telco
- Trade Shows/Events
- Web-to-Print/Web-to-Pack
- Workforce Management

CHOOSE JGC4B2B MARKETING SUCCESS

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