



MARKETING THAT
ACCELERATES GROWTH





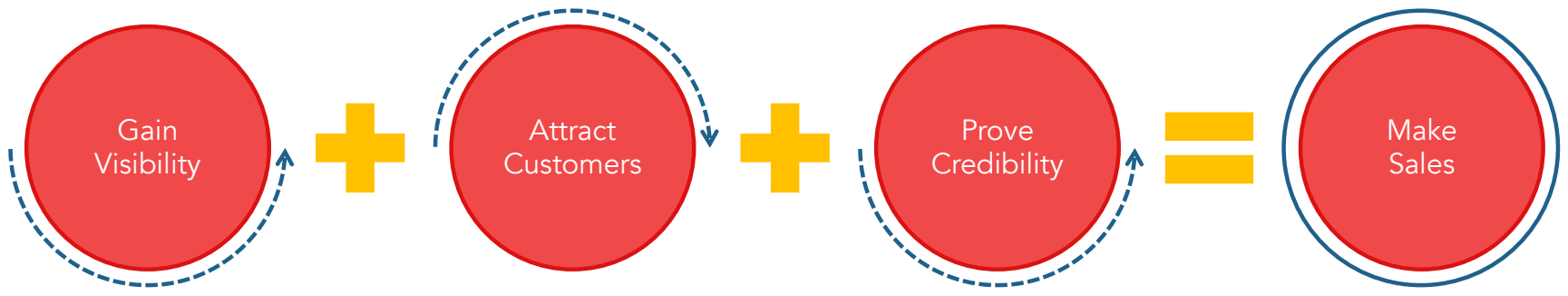
CONQUER MARKETS. GROW REVENUES.

Whatever the goal, we position
companies for success.



attain

GROWTH MARKETING & PR AGENCY 20+ YEARS OF PROVEN CLIENT RESULTS





WHAT MAKES US DIFFERENT?

DEDICATION



Our principals and seasoned professionals work directly with you, not some junior account rep, to give you the attention you deserve.

EXPERTISE



We are technology savvy, proven PR and marketing performers who understand the market dynamics, technologies and buyers without any handholding.

INNOVATION



Our integrated strategy brings together the best of marketing and public relations to help you achieve your business goals because if you succeed, we succeed.

RESULTS



We have learned what makes a sales cycle work and how to connect with industry influencers... we combine creativity with smart strategy to deliver the results you expect!



"THE ATTAIN TEAM IS FANTASTIC IN A START-UP ENVIRONMENT AS THEY KNOW HOW TO GET **HUGE RESULTS** ON A TIGHT BUDGET."

- Sara Gates, VP Marketing, RiskVision (acquired by Resolver) -



MEET ATTAIN PRINCIPALS YOUR PARTNERS FOR SUCCESS

We've worked exclusively with growth technology companies over the last decade, so we have learned a thing or two about what works – and what doesn't. And we apply that knowledge to each of our engagements to help our clients gain market share, thwart competitive threats, and grow revenue.



Lorraine Kauffman-Hall

Press and Analyst Relations

Lorraine has 20 years of management, marketing, and public relations experience working with start-ups and Fortune 1000 companies. At Attain, Lorraine provides strategic consulting to select clients and guides the firm's growth and long-term vision. Over the past two decades, she has worked with market disrupters to successfully set industry agendas, establish thought leadership, launch innovative technologies, and overcome obstacles.



Valerie Driessen

Brand Strategy and Content Development

Valerie provides strategic consulting to start-ups and established high-tech companies. At Attain, Valerie guides the firm's client services and operations. Since Attain's start in 2002, she has successfully spearheaded strategic marketing programs for a wide range of high-tech companies. She brings a distinctive mix of strategic, technical, and creative expertise to help our clients tell the right story to the people who matter.

EXPERTISE

“ATTAIN KNEW OUR MARKET AND QUICKLY SPEARHEADED AGGRESSIVE COMMUNICATIONS THAT GREATLY INCREASED OUR VISIBILITY – A KEY FACTOR THAT CONTRIBUTED TO OUR ACQUISITION.”

- Jon Fisher, CEO Bharosa (acquired by Oracle) -

From enterprise software to SaaS, our team has spent the last 20 years helping growth companies introduce innovations, penetrate new markets, and cultivate demand.

Information Technology

- Artificial intelligence
- Predictive modeling and analytics
- Governance, risk, and compliance
- Cybersecurity
- FinTech
- Blockchain and crypto

Industry Verticals

- Financial services
- Energy and utilities
- Healthcare
- Local and federal government
- Supply chain
- Manufacturing
- Retail

 Agilience

 Bharosa
Internet you can trust.

 wombat
security technologies

 wise gate

 LYNX
TECHNOLOGY PARTNERS

 BlastPoint
Discover the humans in your data.

 FIRST
DATA

 SafeNet
The Foundation of Information Security

 SHIELDX

 BOLDCLOUD

 NOVENTIS™

 inside
SECURE
Driving Trust



STRATEGIC SERVICES PLAN TO SUCCEED

Attain helps you understand the critical marketing factors that cultivate success

ALIGNMENT



We absorb ourselves in your world so that your vision becomes a winning strategy that not only meets but exceeds your business goals.

RESEARCH



From market analysis to audience profiling, our research teams collect the data and extract the key insights that lead to marketing success.

BRAND



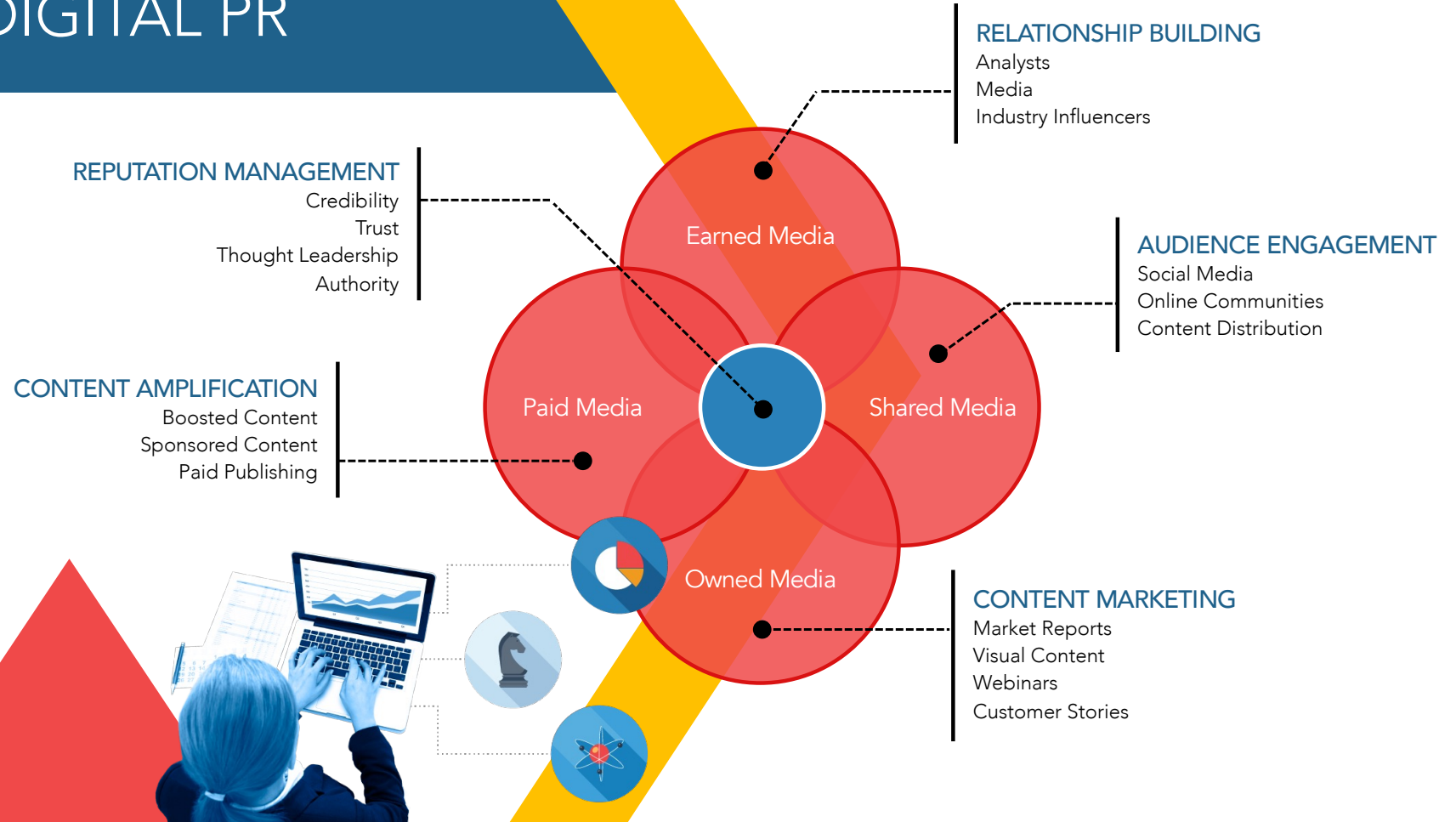
We help companies connect with buyers by presenting offerings in understandable terms, using a value proposition that customers care about.

TACTICS



We skillfully combine integrated PR and marketing programs – that combine creativity with smart strategy – to deliver the results you deserve.

DIGITAL PR



INNOVATE TO MAXIMIZE RESULTS

"NOT ONLY DID ATTAIN HELP OUR COMPANY GAIN VISIBILITY IN A CROWDED MARKET SPACE, BUT THEY HELPED EDUCATE THE MARKET AND DEFINED US AS A MARKET LEADER."

- Amy Baker, VP Marketing, Wombat (acquired by ProofPoint) -



BRAND ADVOCACY

We compel brand advocates to participate in press and marketing programs based on win-win propositions.

Through the strategic execution of tactical marketing campaigns that include investors, advisors, partners, customers, or other third-party influencers, we deliver engaging narratives. In return, our clients earn more coverage and market credibility.



THOUGHT LEADERSHIP

Future-focused companies that provide meaningful insight and guidance to support buying decisions are often rewarded with more earned media, better leads, and a shortened sales cycle. Through content, placed editorial, and trend pitch campaigns, we position company spokespeople as go-to resources audiences can trust for industry insights.

EXECUTE
STRATEGY



CREATE
CONTENT



SCHEDULE
POSTS



ENGAGE
AUDIENCES



ENCOURAGE
CONVERSATIONS



MEASURE
SUCCESS



SOCIAL MEDIA ENGAGE ONLINE AUDIENCES

Attain helps you actively listen and engage in productive exchanges with target audiences online



CONTENT MARKETING SUPPORT THE SALES CYCLE

Attain helps you execute a strategy to grow sales with relevant and engaging content

| | SUSPECTS | LEADS | OPPORTUNITIES |
|--------|--|--|--|
| GOAL | Awareness | Consideration | Purchase |
| ASSETS | <ul style="list-style-type: none">• Articles• Blog posts• Surveys• Infographics | <ul style="list-style-type: none">• Videos/Webinars• Case studies• Whitepapers• Email | <ul style="list-style-type: none">• Presentations• Demos• Business case• Testimonials |

Personalized Outreach





"THANKS TO ATTAIN OUR WEBSITE TRAFFIC HAS
MORE THAN TRIPLED AND WE HAVE HEIGHTENED
INTEREST IN OUR PRODUCTS AND SERVICES
FROM COMPANIES IN OUR TARGET INDUSTRIES—
OUR SALES TEAM IS ECSTATIC."

- Nicholas Miller, CEO, AirPatrol -



READY TO PARTNER FOR SUCCESS? LET'S GET STARTED

LORRAINE HALL

Phone: +1.704.819.9070

Email: lhall@attainmarketing.com

VALERIE DRIESSEN

Phone: +1.949.887.6381

Email: vdriessen@attainmarketing.com

Web: www.attainmarketing.com

Blog: blog.attainmarketing.com

LinkedIn: [linkedin.com/company/attain-marketing/](https://www.linkedin.com/company/attain-marketing/)