Increase sales success with memoryBlue marketing services

Marketing strategy

Expert marketing guidance to align with sales goals, whether outbound opportunity creation, inbound lead follow-up, qualification or meetings and pipeline growth.

Extra execution power

Experienced support to augment your in-house efforts, whether around content creation, SEO, digital advertising or event support.

Full service marketing

End-to-end programs that drive pipeline growth in new markets, for new products or targeting new personas.

Meet your outsourced marketing team!

Great marketing doesn't just generate buzz—it drives real pipeline growth. But even the best teams can find themselves stretched thin, balancing brand awareness, lead generation, and sales support all at once. That's where we come in.

At memoryBlue, we specialize in marketing that's built for sales success. With over 20 years of experience in B2B tech, we work alongside your team to amplify your efforts, craft compelling campaigns, and ensure your SDRs are always fueled with the right leads. Whether you need expert strategy, extra execution power or a full-service demand engine, we help you turn great marketing into revenue growth.

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memoryBlue

How we're different

- **B2B tech & SaaS expertise**—We get your market, your buyers, and what works.
- **Seamless teamwork**—We plug into your team and strategy like we're in-house.
- **Sales-first marketing**—Designed to fuel SDRs and drive real pipeline.
- **Results that matter**— Every campaign is built to drive real revenue.
- **Built to scale**—Flexible support that grows with your goals.
- **Expert marketing bench**—A team with deep skills across strategy and execution.

How we work

- **Discovery and strategy development**: We start by understanding your unique business needs, customer profiles, and growth goals. This foundation allows us to craft a strategy that aligns with your objectives and sets you apart in the market.
- **Multi-channel campaign execution**: Our team launches integrated campaigns across platforms like search engines, social media, email, webinars and digital ads. These efforts are designed to maximize reach, drive engagement, and generate qualified leads.
- **Optimization and reporting**: Using advanced analytics, we continuously monitor campaign performance, refine strategies, and ensure you get the highest return on investment. Regular reporting keeps you informed and in control.

Key features

- **Content strategy and creation**: Personas and playbooks, differentiated messaging and positioning, asset and offer development.
- **Demand generation**: SEO, webinars, email programs to attract and convert leads every step of the prospect journey
- **Campaigns in a box**: Multi-channel campaigns for internal or channel use, customizable for users, scalable to drive growth.

The perfect pair: SDRs + marketing that work together.

If you are ready to fuel your pipeline with a powerhouse combo, let's make it happen. Visit memoryBlue.com/services/marketing/ or talk to your account executive today.

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