



TRICOMB2B

B2B Simplified.

A B2B-only marketing agency dedicated to complex technical offerings for considered purchase.

If you need outside perspective to shift your B2B marketing efforts from table stakes to inspired (without a lot of fuss), we should start a conversation. TriComB2B is devoted to technical and industrial B2B marketing. We help customers design simple, effective ways to connect with audiences, no matter how complex your story.

LET'S DO GREAT B2B

Develop big ideas that work across media and continents. Deliver messages beyond features and benefits to make an emotional connection with your audience. Establish your position in the market and get your entire organization onboard. You'll have access to a team that provides strategy and creativity in all we do. Our mantra? "Do great work and be nice." and we have fun doing it.

CATEGORY EXPERTISE

Air movement	Manufacturing
Alternative energy	Material handling
Automation	Materials
Building materials	Mining
Chemical	Oil and gas
Construction	Packaging
Electronics	Petroleum refining
Environmental	Power generation
Food and beverage	Power transmission
HVACR	Supply chain management
Industrial equipment	Water resources
Information technology	

PARTIAL CLIENT LIST

American Electric Power	Gilbarco Veeder-Root
Composite Advantage	Honeywell
Crown Equipment	Honeywell Intelligrated
Cummins	Pioneer Natural Resources
Dayton Development Coalition	Regal Beloit
DN Tanks	Sparton
Emerson	Stirling Ultracold
Flowsolve	

CAPABILITIES

Strategy: branding, content marketing, campaigns, product launches, demand generation, sales enablement

Creative: branding, identity, visual design, campaigns, video and animation, technical writing, event, trade show, collateral, Shareable media

Interface & Technology: digital tools, mobile and web development, user experience, information architecture

Engagement: content marketing, direct marketing, thought leadership, event marketing, media planning and buying, public relations, social media

Optimization: analytics, metrics, monitoring, marketing effectiveness

SELECT AWARDS AND RECOGNITION

B2B Marketing Top 25 U.S. B2B Agency
Chief Marketer B2B Top 200 Agency
AMCP dotCOMM
PRSA PRISM
AMCP MarCom
American Advertising Awards
Dayton Business Journal
Best Place to Work

LOCATION

601 E 3rd St., Floor 3
Dayton, OH 45402 U.S.A.

EMPLOYEES 40+

NEW BUSINESS

Chris Eifert, Principal
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PRESS INQUIRIES

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