



Capabilities Deck

2023



Boston Based

MARKETING AGENCY — STUDIO

We don't like to refer to ourselves as an agency.
We're more like a modern marketing studio-catered to our client's needs.
We work alongside you and only leverage the experts you need
to make your marketing **better**.

Why Titan Marketing



Results Driven

We're a little different. In addition to working at agencies, our team has extensive "client-side" experience. We have worked with dozens of clients from emerging start-ups to global heavy-hitters, helping them evolve, drive awareness and leads, increase revenue and expand into global markets.



Masters of Process

With years of corporate experience, we know how things work. We have a proven process to brand, message, design, create, execute and, analyze to ensure you are meeting or exceeding your goals.



Premium Meets Practical

We're a lean yet mighty team of brand strategists, designers, content creators, developers and data gurus that can expand and contract based on your needs. This makes for premium and effective outputs at competitive and cost-effective industry rates.



Your In-house Team

No one has all the right resources onboard and managing multiple vendors is time consuming. We act as an extension to your team, embedding ourselves in your business. We strive to create the best brand experience for you and your audiences.

A portrait of Sheree Titan-Ford, a woman with long, wavy brown hair, smiling warmly. She is wearing a black top. The background is a dark blue gradient with a lighter blue diagonal shape behind her.

Sheree Titan-Ford

With over 30 years of branding, marketing and communications experience, Sheree has worked at some of the largest fortune 500 companies in the world such as Philips, Sybase and Bay Networks. As well as several start-up organizations.

And so much more

Titan Marketing is a network of the best-of-the-best in creative design, data analytics, market research, web design and development and more.

Boston
Scientific

McLeod Health

QUANTA™

PHILIPS

CYNOSURE®

sera⁺care™

Nichols College
Learn. Lead. Succeed.

Agilent

you
inc.

Signifier
MEDICAL TECHNOLOGIES

smiths medical

CANDELA™

amc health
ADVANCED MONITORED CAREGIVING

OSRAM
SYLVANIA OSRAM

Bay Networks

THE clinic
by Cleveland Clinic

SYBASE®
An SAP Company

INNOVOYCE
INNOVATION FOR VOICE HEALTH

Brooktrout®

Some of our
Awesome Clients

Capabilities

We do a lot, but in a nutshell...



Strategy

- Marketing Plan Development
- Communication Plan Development
- Value Propositions
- Messaging & Positioning
- Audience Insights
- Voice of Customer
- Market Research



Content

- B2B & B2C Copywriting
- Blogs
- Website Content
- Newsletters
- Email Campaigns
- Press Release Writing
- Corp. Communications



Creative

- Sales Collateral
- Direct Mail
- Print Advertising
- Digital Advertising
- TV/Radio
- Infographics
- Photography
- Videos
- Logo Design
- Exhibits/Event Planning



Digital & Social

- Website Design & Development
- Landing Pages
- Microsite Design
- User Interface Design
- Web Advertising
- SEO & SEM
- Social Media (Organic and Paid)
- Mobile Apps
- Email Campaigns



The Work

Just a sampling of the diverse projects, campaigns and awards.



The Breathless Choir

Client - Philips Healthcare

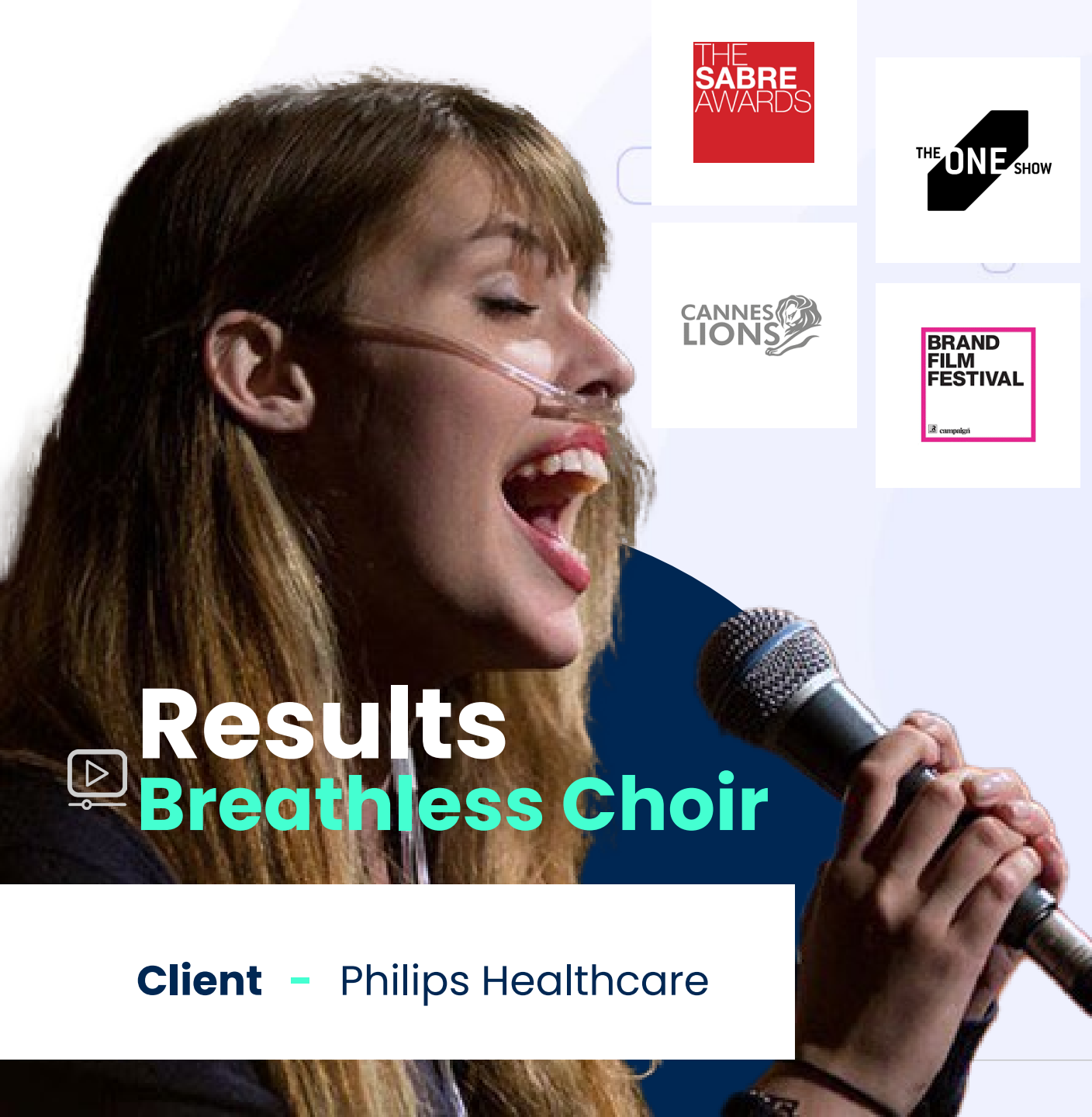
Challenge

Launch the SimplyGo Mini portable oxygen concentrator to physicians and create pull-through with patients

Deliverables

Global, multi-channel brand campaign

- 5 films including a medical film on COPD and the backstory of the singers
- Concert at the iconic Apollo theatre
- Letters, presentation and overview for Sales team
- New website content
- Social media push through Twitter, LinkedIn, Facebook
- Employee brand engagement tools
- Product marketing material
- Localization of all films and assets in all countries



Results

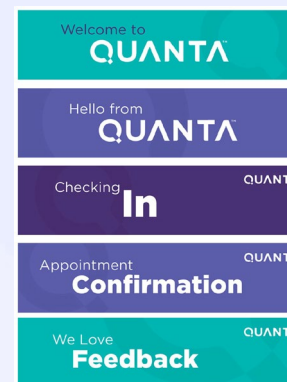
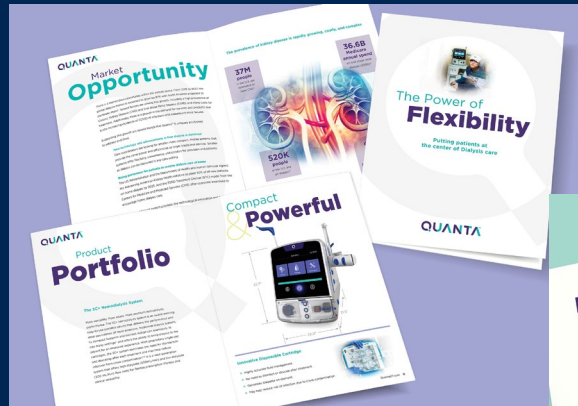
Breathless Choir

Client - Philips Healthcare

- **16.1 million** video views
- Over **100** unique articles written
- **20%** share rate and over **650,000,000** media impressions
- Cannes Grand Prix Lion Award
 - **2 Gold** Lions in the area of Health and Wellness
 - **4 Silver** Lions. **3** in Health, **1** in Pharma
 - **1 Bronze** in the area of Pharma
- NY Brand Film Festival, **ONE Show**, EMEA SABRE awards
- **14%** revenue increase for portable oxygen devices
- **180%** traffic increase to the Web site with an average stay of 6 mins
- Increase in NPI scores of **15 points**

Quanta Dialysis System

Sales Tools



Client

Quanta Dialysis Technologies

Challenge

Drive awareness and education of the new SC+ Dialysis System

Deliverables

Full range of corporate and sales enablement tools for US and UK markets

- Corporate Profile Overview
- UK and US Technical Brochures
- Customer Onboarding Collateral
- Quick Reference Guide
- Tradeshow Exhibit Design
- UK and US Product Sell Sheets
- Email Headers

#BreatheBoldly

Client

Philips Healthcare

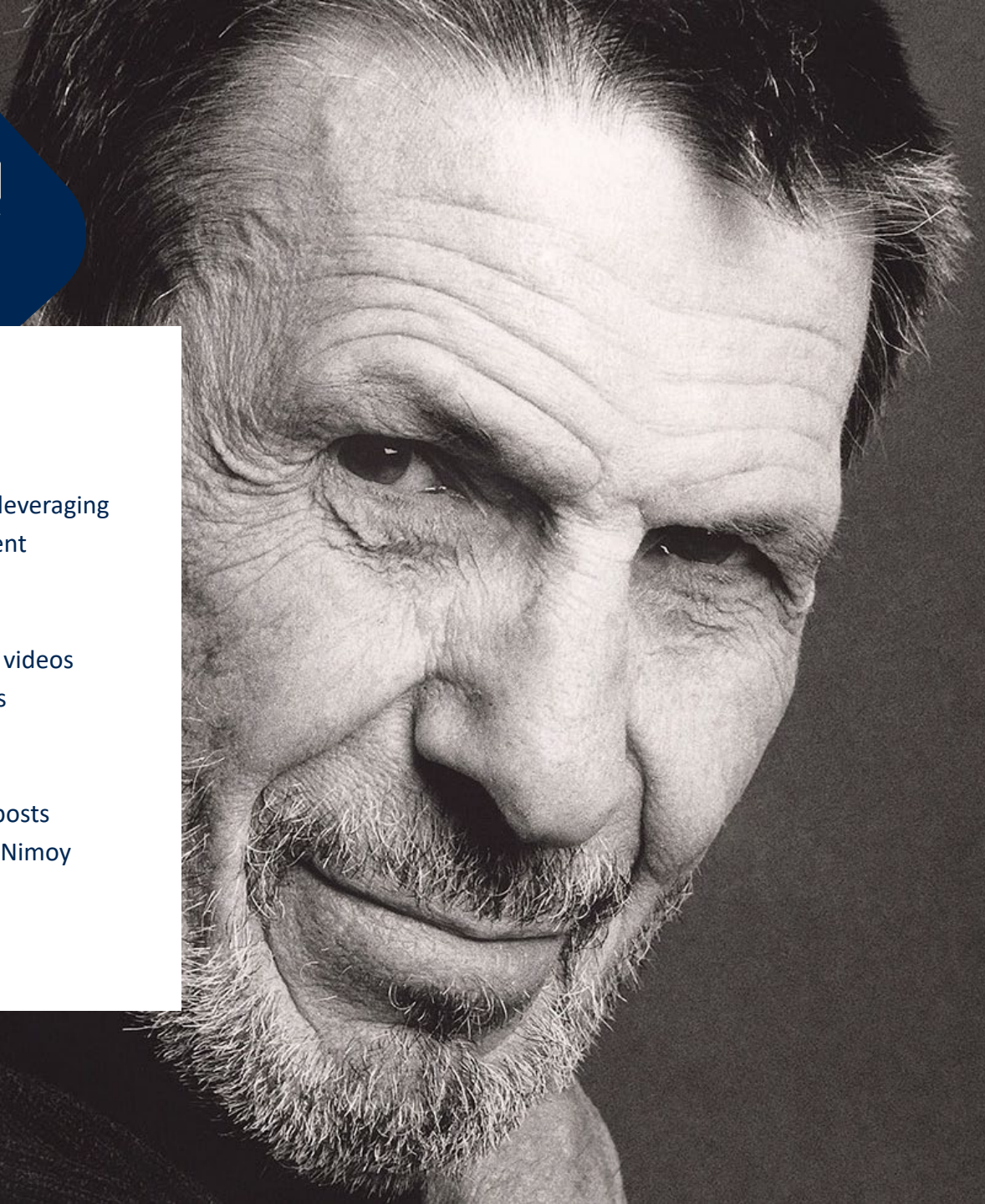
Challenge

Strengthen Philips' leadership position in COPD management among the general public, media, social influencers, clinicians, professionals and patients

Deliverables

Viral social media campaign leveraging celebrity, physician and patient endorsements

- Influencer videos, patient videos and physician testimonials
- New landing pages
- Display advertisements
- Influencer/patient social posts
- Partnership with Leonard Nimoy Foundation





Paid and Organic Results

233M+

Impressions

13M

Video Views

104M+

Reach

235

UGC Posts



Paid Social Results



71%

CTR

\$.08

CPV

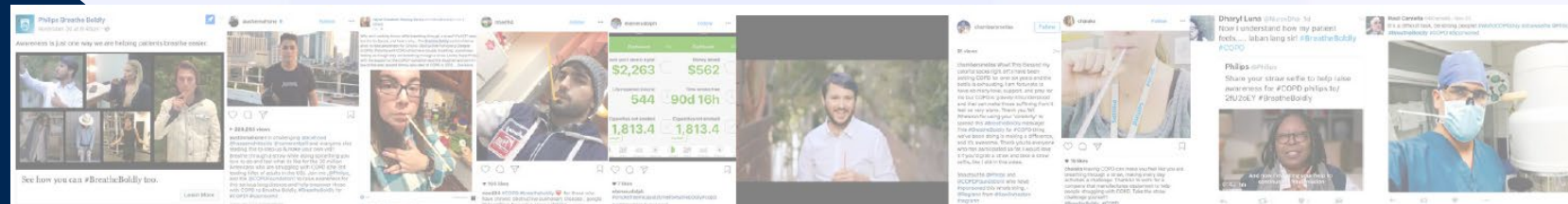
\$0.86

CPC

80%

Positive Response

Results



Experiential Booth

– CES 



Titan
MARKETING

Client

Lifeline Medical Systems

Challenge

Launch the GoSafe mobile medical device and engage broad audience (consumers, healthcare professionals and media)

Deliverables

20' x 20' booth with an 8' x 10' interactive table

- Designed to simulate a community environment 4, 1 minute movie vignettes showcasing how the new GoSafe system works.
- 2, 72" flat, touch screen kiosk with GoSafe information
- Daily video recording at booth for social
- Full press engagement
- Social media



Nordlys Product Launch



Client

Candela Medical

Challenge

Launch of the Nordlys laser device

Deliverables

Sales enablement tools to support the launch of the Nordlys laser

- Physician and patient brochures
- Whitepaper
- Microsite and landing pages
- Email campaigns
- Counter cards, banners, posters
- Social media

The image displays a collection of marketing materials for the Nordlys laser device. The materials include:

- Treatment protocol:** A detailed document outlining the Light & Bright treatment protocol, including pre-treatment instructions, the day of treatment steps, and post-treatment care.
- Physician brochures:** Documents designed for healthcare providers, detailing the device's capabilities and treatment protocols.
- Patient brochures:** Documents for patients, explaining the benefits of the treatment and providing instructions.
- Clinical white paper:** A scientific document titled "Light & Bright™ treatment of photodamaged skin and isolated fine wrinkles with Elitepe FL™ and Frax 1550 Fractional".
- Bannerstands:** Two large vertical displays featuring a smiling woman and the slogan "Put your best face forward".
- Counter card:** A small informational card for use on a counter.

There You Have It

You saw just a small sampling, but we can do A LOT!

CALL US TODAY



Let us help you hit your marketing and business goals

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www.titanmkting.com