

Digital & Demand Gen Agency

More theory. More data. More tech. You've never had more tools at your disposal to generate demand. But along with these opportunities come more expectations. Expectations not only to attract customers, but to convert and retain them. To perform the impossible and to prove it.

At The Mx Group, we have expertise across strategy, content, digital and demand. We make sense of today's marketing and sales technologies to make the most of data and automation. We create new assets — messages, websites and apps — that engage prospects and customers alike. We make it all work together to help you rise above the noise and focus on what really matters: driving reliable growth for your business.

Services

B2B MARKETING STRATEGY

- Brand Strategy
- Buyer Strategy
- Sales & Marketing Alignment
- Demand Waterfall Forecasting
- Market Mapping
- Research & Insight
- Account-Based Marketing

DESIGN AND CONTENT

- Interactive Content
- Content Marketing
- Video Production
- Asset Creation
- Lead Gen Content

DEMAND GEN AND LEAD MANAGEMENT

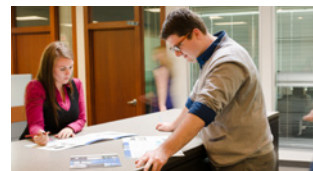
- Program Design & Execution
- Marketing Automation Optimization
- Marketing Technology Outsourcing
- Lead Management
- B2B Telemarketing
- Attribution, Analytics & Reporting

DIGITAL DEVELOPMENT

- Digital Strategy Services
- Website Design & Development
- Website Optimization
- Mobile App Development
- Search Engine Optimization
- Sales Enablement Tools

Clients

Abaco Systems
Alonti
Altran
ASSA ABLOY Hospitality
Atlas Copco
Belden
Benefit Mobile
Bosch Rexroth
Certified Collectibles Group
Chevron
Cox Automotive (DealShield, vAuto, VinSolutions, Xtime)
Deublin
Flexera
Grenzbach Glier and Associates (GG+A)
Grundfos
Huron
J.D. Power
JLL
JPW Industries
MAVERICK Technologies, a Rockwell Automation Company
NAVIS
RACO Manufacturing
Siemens
Spraying Systems
Steel Tube Institute
Tempur Sealy (Hospitality)
The Vitality Group
U.S. Cellular
U.S. Tsubaki Power Transmission
WIN (Wireless Information Networks)
Wonderlic
Zekelman Industries



Corporate Information

OWNERSHIP STRUCTURE

Privately held since 1989

TOTAL NUMBER OF EMPLOYEES

105

OFFICE

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Contact Information

BUSINESS INQUIRIES

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