CAPABILITIES

At CBD Marketing, we’re in the business of crafting customized, integrated marketing strategies that seriously sizzle. Whether it’s a comprehensive direct marketing campaign or a one-day intensive media training session, it’s our job to find the right combination of tactics and channels that meet your objectives—and then produce traffic-stopping creative around them.

Here’s what we can offer you.

BRANDING
Audience Research & Segmentation
Field Research
Focus Groups
Company Interviews
Competitive Analysis
Brand Architecture

CREATIVE
Concepting
Art Direction
  Graphic Design
  Logo Design
Photography
Videography/Editing

Brand Audits
Brand Platform Development
Brand Identity
Value Proposition Development
Message Development
Positioning

Copywriting
  Long & Short Form
  Naming & Naming Systems
Scripting
White Papers
Brainstorm Sessions
Branding
  Concept, Identity, Evolutions

Got questions? info@cbdmarketing.com
CAPABILITIES

DIGITAL
App Development
Digital Strategy
Digital Campaigns
Research & Analytics
Website Development
Search Engine Marketing (paid & organic SEO)
Email Marketing
Display & Rich Media

DIRECT & DATABASE MARKETING
Segmentation
Data Hygiene and Enhancement
Profiling
Database Design
Test Planning and Implementation
List Strategy and Acquisition
Offer Development
Response Channel Development and Optimization
Measurement and Optimization

EXPERIENTIAL
Customized Event Development,
Execution & Management
Consumer Acquisition & Data Capture
Grassroots Marketing
In-store Marketing Events
Mobile & Digital Integration
Mobile Tours & Vehicle Creation
Product Sampling
Sponsorship Activation
Field Marketing/Street Teams
Greeter/Hospitality Services

MEDIA
Integrated Media Planning
Buying & Negotiation
Optimization, Reporting & Analytics
Digital Planning & Buying

PRODUCTION
Brochure and Collateral
Print Ads
Direct Mail
Packaging
Tradeshow Graphics
Outdoor/Billboard
Radio
TV
DRTV
Video
Digital
Catalog
Premium Items
Vendor Sourcing
Vendor Management

Got questions? info@cbdmarketing.com
market what's meaningful®
PUBLIC RELATIONS
Media Relations  
Press Release Development & Distribution  
Article, Blog, White Paper, & Book Development & Distribution  
Speaker Opportunities  
Media Training  
Content Development  
Advanced Tracking & Analytics  
Event Planning & Management  
Trade Show Initiatives  
Press Conferences

SHOPPER MARKETING & PROMOTIONS
Promotional & Shopper Plan Development & Execution  
Budget Management  
Strategic Alliance Identification/Implementation  
Program Administration  
Retailer Partnering  
Events

SOCIAL MEDIA
Design & Branding  
Content Development  
Community Management  
Customer Engagement  
Social Marketing Campaigns  
Advertising (Facebook, Twitter & LinkedIn)  
Social Media Audits & Analytics  
Advanced Listening, Monitoring & Measurement
Clients

What do futures trading, water coolers and prepaid tuition and all have in common? **CBD Marketing.**

We’ve helped clients achieve their unique goals through customized integrated marketing campaigns that championed the meaningful. From energy and financial services to consumer goods and higher education, it’s not B2B. It’s not B2C. **It’s both.**

## Consumer Goods

Bacardi  
Carbon’s Golden Malted Pancake & Waffle Mix  
Culligan International  
Dannon  
Häagen-Dazs  
Martini & Rossi Asti  
Wise Potato Chips  
YES Vodka

## Energy

BASF  
Constellation Energy  
Consumers Energy  
Fronius USA Solar  
Fuel Tech  
Integrys Energy Services

## Financial Services

BMO Harris Bank  
Deloitte  
Discover Financial Services  
Fidelity Investments  
First Midwest Bank  
Rewards Network  
R.J. O’Brien

## Food & Food Ingredients

Blue Diamond Almonds  
Corbion Purac  
Grecian Delight  
International Food Network  
IOI Loders Croklaan  
MGP  
Penford Food Ingredients  
Ralston Foods  
Sensient  
SensoryEffects  
Stepan Lipid Nutrition

Got questions? info@cbdmarketing.com
## HEALTHCARE
- Arenus
- BlueCross BlueShield
- Interactive Health
- Janssen, L.P.
- JDRF
- Physicians Interactive

## HIGHER EDUCATION
- Becker CPA Review
- COLLEGE ILLINOIS!
- DeVry University
- Illinois Student Assistance Commission
- Keller Graduate School of Management
- Kendall College
- Lake Forest College
- Lake Forest Graduate School of Management
- Northeastern Illinois University
- Northern Illinois University

## MANUFACTURING & BUILDING PRODUCTS
- Amerex
- Banker Wire
- CF Industries
- Firestone Building Products
- Firestone Industrial Products
- Fronius USA Welding
- Fuel Tech
- GATX
- James Hardie Building Products
- KI International
- New Star Metals
- Siemens

## PROFESSIONAL SERVICES
- Biz360
- Boy Scouts of America
- Experian
- Heidrick & Struggles
- Levy Security
- Penton
- Rewards Network

## RETAIL
- Alphagraphics
- Bang & Olufsen
- Beanpod Candles
- Colonial Candle
- Eddie Bauer
- Grainger
- Lane Bryant
- The Pampered Chef
- Paul Stuart
- Pier 1 Imports
- Sears
- Uncommon Goods

## TECHNOLOGY
- Océ/Canon Group
- IBM SPSS
- InRule Technology
- Single Path
- SSA Global
- US Robotics

Got questions? info@cbdmarketing.com