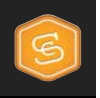
2025

Stream Creative Overview

Overview

- About Us
- Our Process
- Areas of Support
  - Website
  - Case studies
  - Product/service collateral
  - Public relations
  - Video
  - Social media
  - Email
  - Digital advertising
  - Campaigns
- Pricing
- Questions





In 2006, three partners with a shared passion for branding, design, and technology came together to create something new. They saw the rapid rise of the web and interactive technology as the perfect opportunity to build an agency at the intersection of creativity and innovation.

An Experienced Team

Avg. Industry Experience: 16.5 years









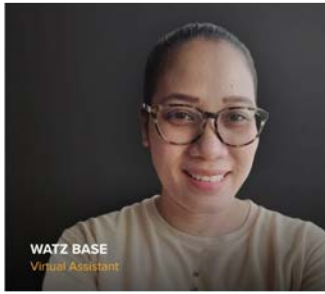























Pierce


McNeilus


ALPS
INSPECTION


OSHKOSH
AIRPORT
PRODUCTS


CRANE
ENGINEERING


CASSEL
INSPECTION


VMAC
AIR INNOVATED


AW-LAKE
PROCESS FLOW MEASUREMENT


OSHKOSH
AEROTECH


Rosti


CINCINNATI
TEST SYSTEMS


FRONTLINE
COMMUNICATIONS


centrisys
cnp


Kinter
switch. save. solved.

Partners, not vendors

We partner with businesses to implement strategic, creative and process-driven marketing programs that get results.

> We value hard work, accomplishing our goals and we’re passionate about helping people.

“I've been working with Stream Creative for 2+ years and in that time our marketing program has **SKYROCKETED** to a whole new level!

Stream Creative's Dream Team, as I call them, designed our new website and developed an ambitious marketing and promotion program within our budget that incorporated measures and milestones for success. They worked closely with us during the implementation of this program advising and educating us every step of the way.

Today, just two years later, Frontline Communications is an established leader (and fierce competitor I might add) in manufacturing specialized command and communication vehicles.

Their highly professional team is well connected and established in the markets we serve which has expanded our reach exponentially. They continue to build on the successes we've shared by keeping us informed on the latest strategies that **help us develop and achieve goals that continue to grow our business.**



Tracy Brink

“I have been in B2B marketing for 25 years and have worked with several agencies. **By far, Stream Creative has exceeded each one** with their collaboration, communication, insight, attentiveness, and creativity.

With most agencies, I've ended up chasing down my account manager for follow ups - Stream keeps me on track and I never have to ask about a project status.

But besides that, and most important, the results are tangible. Our search engine rankings have climbed and we are in a competitive position to attract quality leads and convert them to sales.

I use Stream for 2 key businesses and I've recommended them multiple times to my colleagues in other businesses. **They do not disappoint!**



Annmarie Stafford

We can be your one-stop shop (OSS).

Full Breadth of Services



BRANDING

Building a strong, appealing and consistent brand identity is more important than ever to improve campaign performance, brand recognition, customer conversions and loyalty.



MARKETING

Data-driven strategies and inbound marketing methodology will bring you closer to your target personas, close the loop between marketing and sales and delight your customers.



VIDEO

Visual experiences make the most powerful impact. In fact, video drives a 157% increase in organic traffic from search engines and 64% are more likely to buy after watching a video.



PUBLIC RELATIONS

Are you exploring the full potential of telling your brand's story? A well-crafted PR campaign resonates on a deeper level and builds a connection between brands and their audiences.



PAID MEDIA

Is your content getting the views it deserves? Paid advertising can be a strategic way to boost inbound lead generation – driving more awareness to information prospects should consider.



SEO

We can help you drive the right traffic to your website using expertly researched solutions, from on-page optimization to SEO deep-dive audits.



WEBSITE DESIGN

If you can imagine it, we can create it. We have the experience and innovative ideas to make your website vision come to life. We create powerful, easy-to-use experiences that are very efficient to manage.



HUBSPOT TRAINING

Invest in yourself and your team with HubSpot training and consultative services designed around your business needs. Learn how HubSpot can help you achieve your strategic goals and unlock new business growth opportunities.

Sample Services / Tactics

OWNED

- Website
- Content Marketing
- Email Marketing
- Blog
- Website
- Social Channels
- Videos
- Webinars/Events
- Local SEO

EARNED

- PR
- SEO
- Press Releases
- Influencer Outreach
- Association Outreach
- Social Sharing
- Backlinks
- Customer Reviews
- Guest Blogging

PAID

- Paid Search
- Display Ads
- Social Media Ads
- Sponsorships
- Outdoor
- Magazine/Newspaper
- Radio/TV
- Trade Shows
- Sponsored Emails

HexAssessment™

Our Process

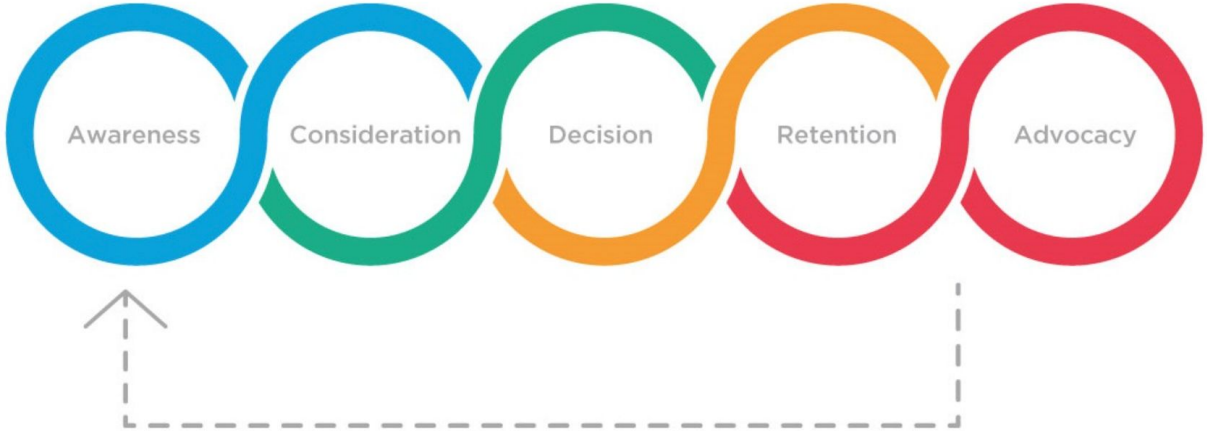


Audit Process

Our auditing process consists of six analysis to help better understand your organization's position in the market.

- **Competitive Analysis:** *Review how your website stacks up against competitors*
- **Customer Analysis:** *Define buyer personas & buyer's journey*
- **Marketing Analysis:** *Identify gaps & opportunities in your marketing efforts*
- **Systems Analysis:** *Review the marketing tools & systems you have in place*
- **Branding Analysis:** *Understand your companies voice & brand standards*
- **Content Analysis:** *What content is needed and what already exists*

How can marketing support sales?


Awareness
Consideration
Decision
Retention
Advocacy

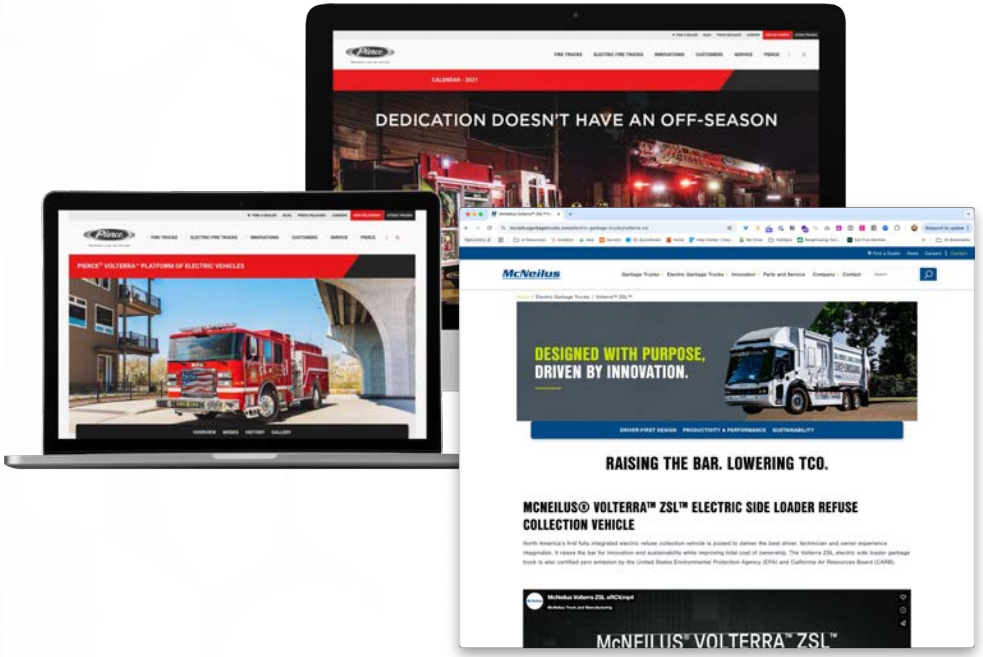
Website

How do you look and what do you say?

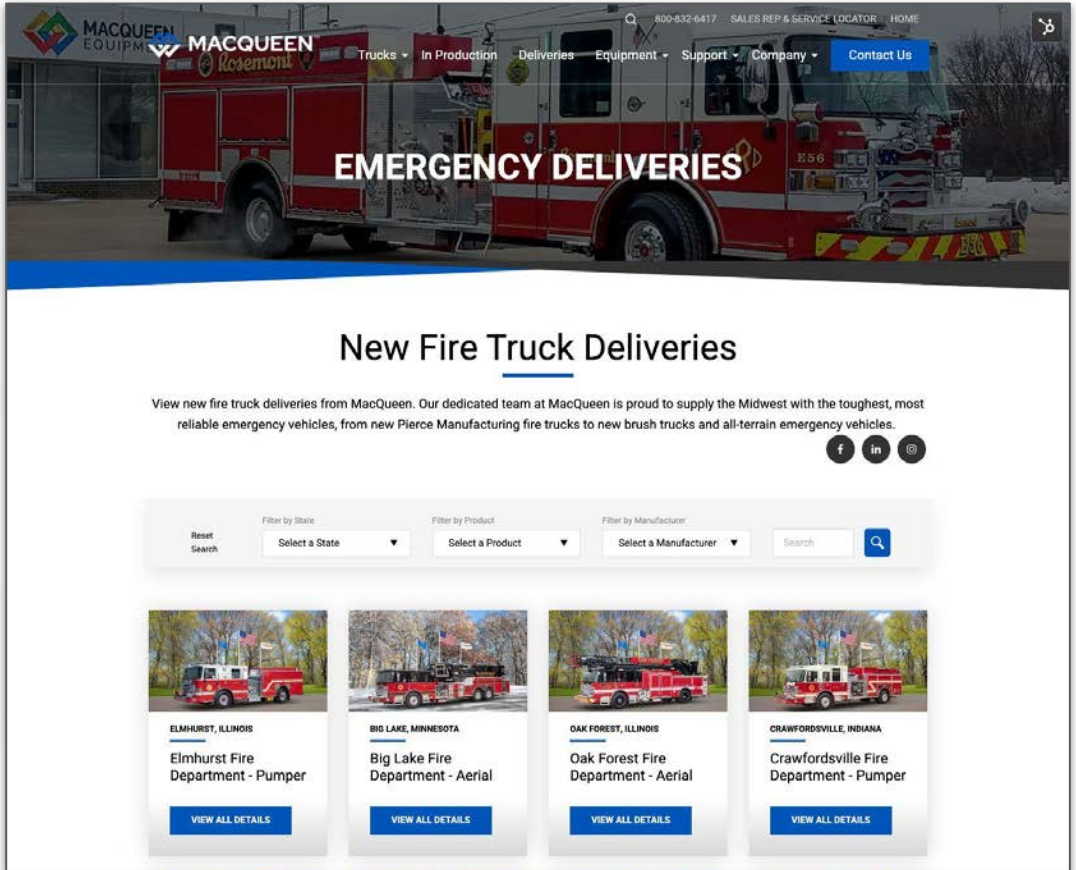


Website UX

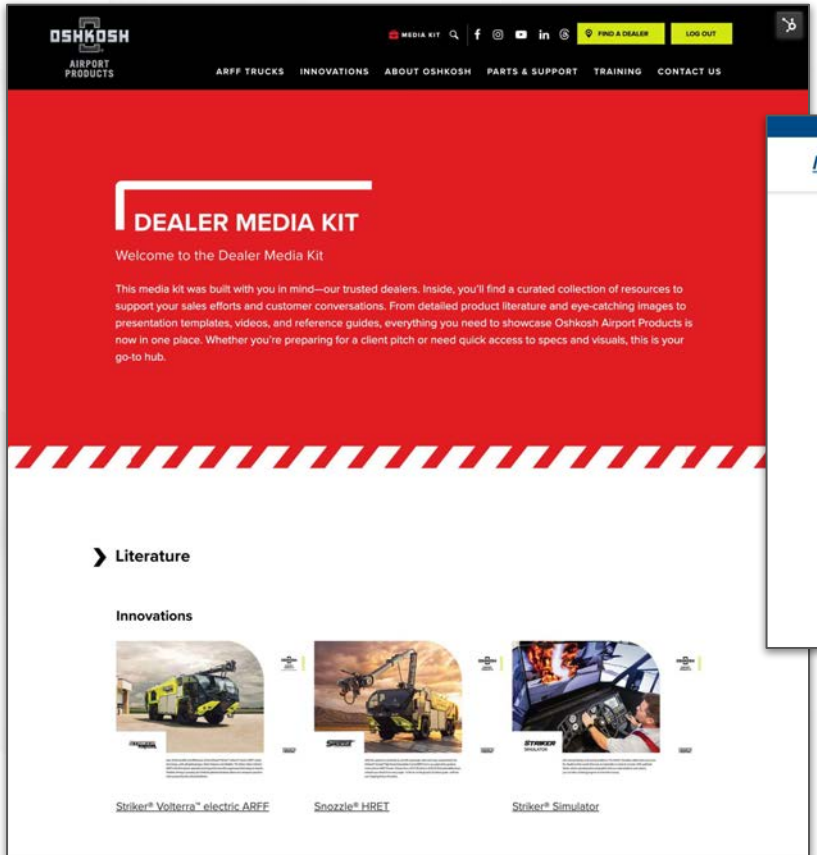
- Design
- Function
- SEO optimization
- User experience
- Sales support
- **Buyer's journey**

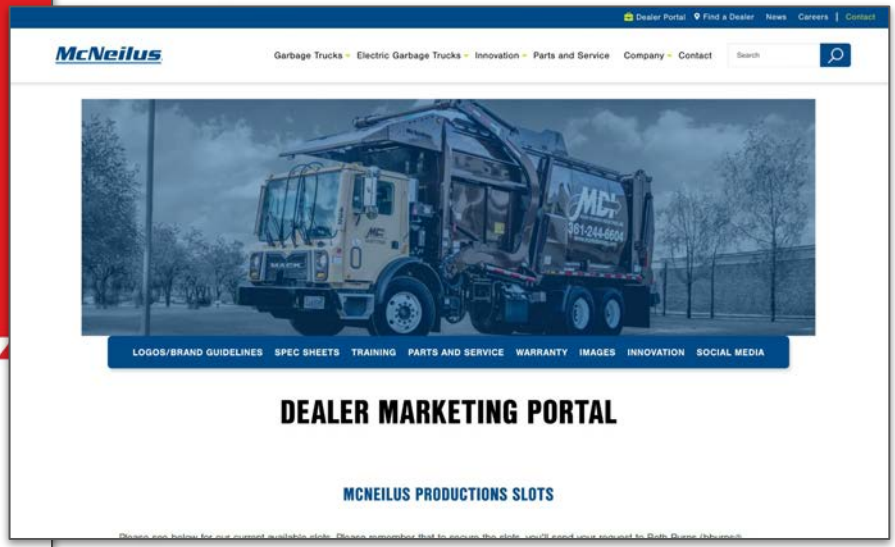


Website Integrations



Website Private Content





Website Content

How do we want to educate prospects and showcase our brand?

Website Content

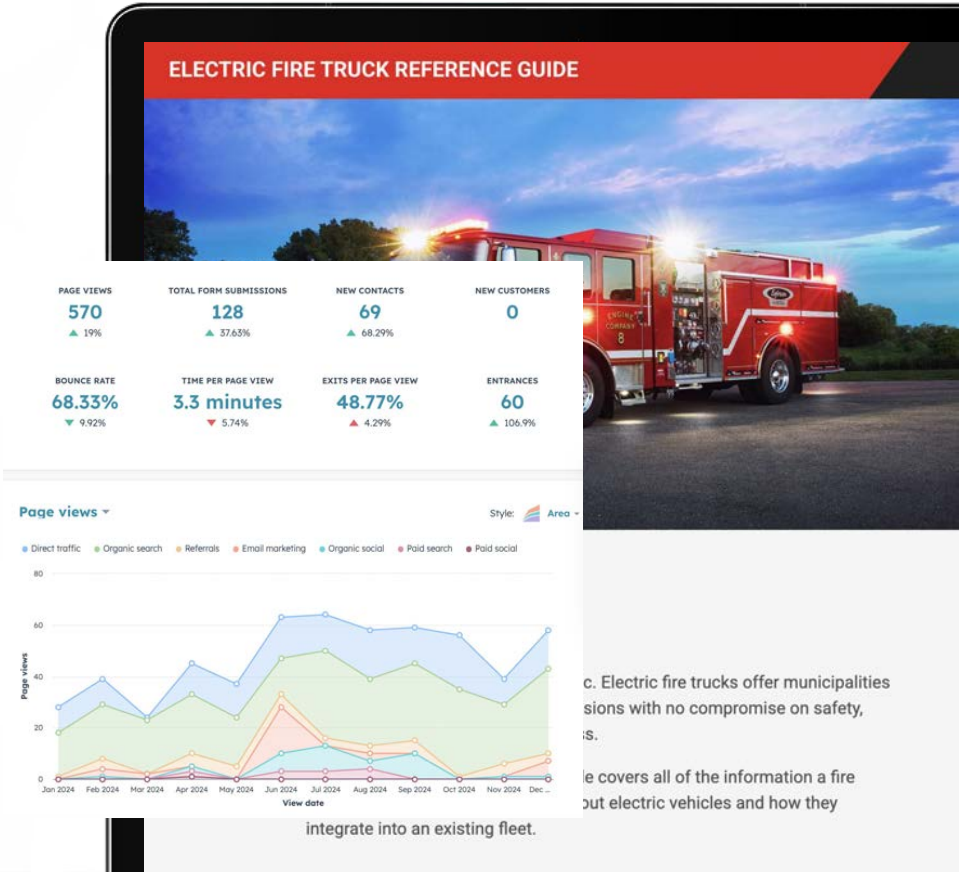
- Website pages
- Landing pages
- Blogs
- Pillar pages
- Lead generation assets
- Case studies
- Contained experience pages
- **Thought-leadership**



Example: Pillar Page with eBook

- Deep dive on a core topic
- SEO optimized to generate organic traffic
- Lead gen asset to build an MQL list to nurture

[Review Example]

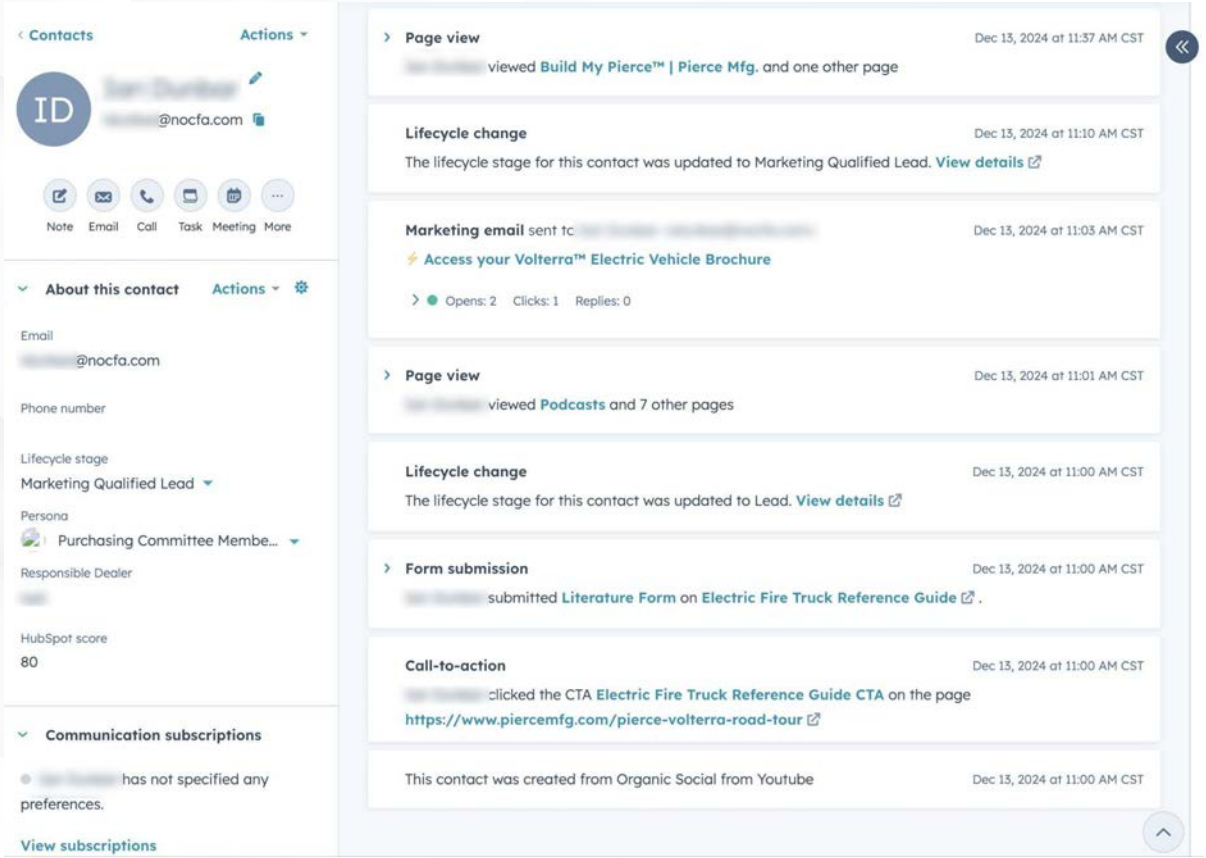


Example: Pillar Page and HubSpot Analytics

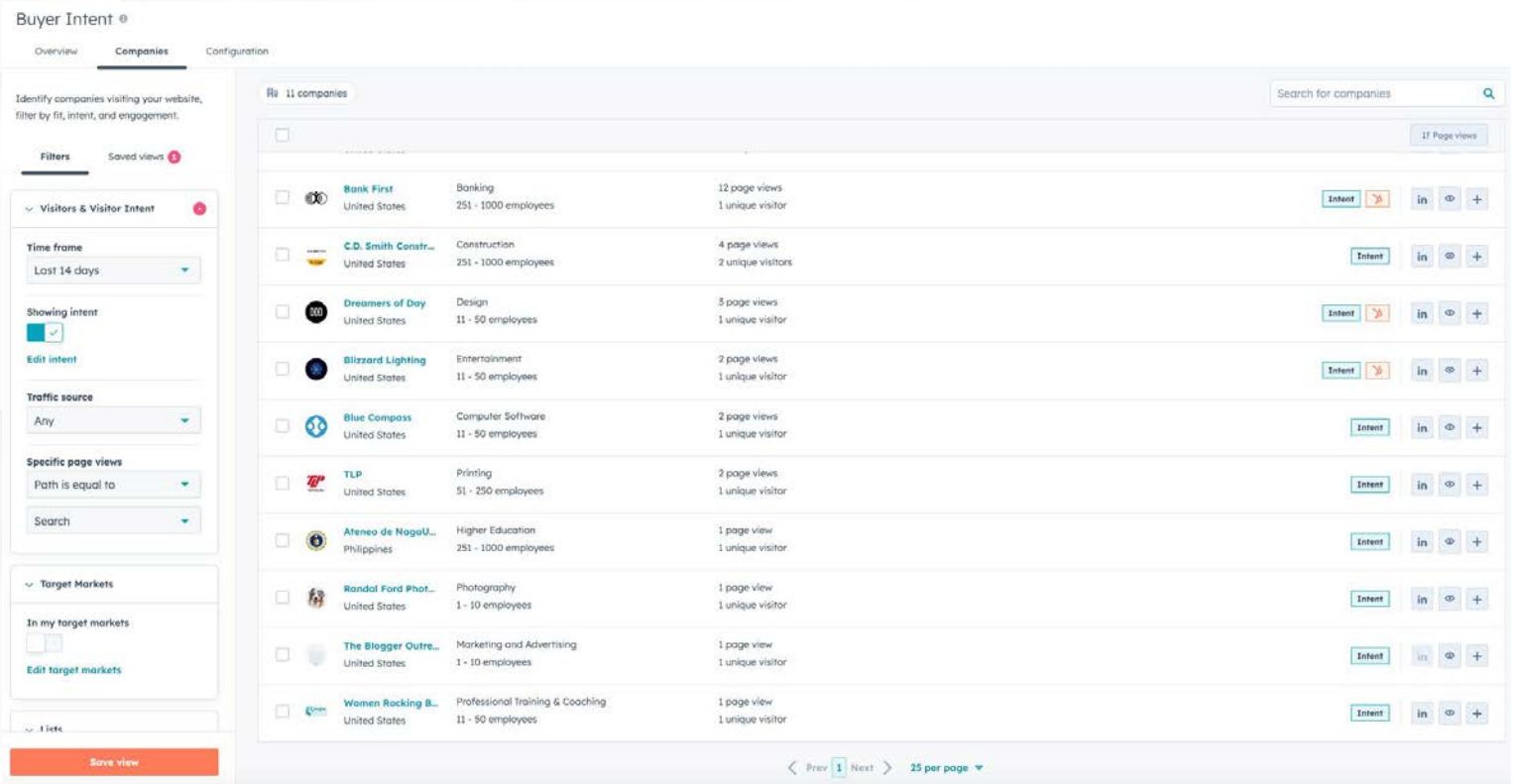
SOURCE	NEW CONTACTS	PAGE VIEWS	TOTAL FORM SUBMISSIONS
Organic search	37	295	56
Direct traffic	24	155	45
Referrals	5	40	9
Organic social	2	35	3
Paid search	1	12	1
Paid social	–	1	–
Email marketing	–	32	14



Example: Pillar Page and CRM Activity



Example: HubSpot Buyer Intent



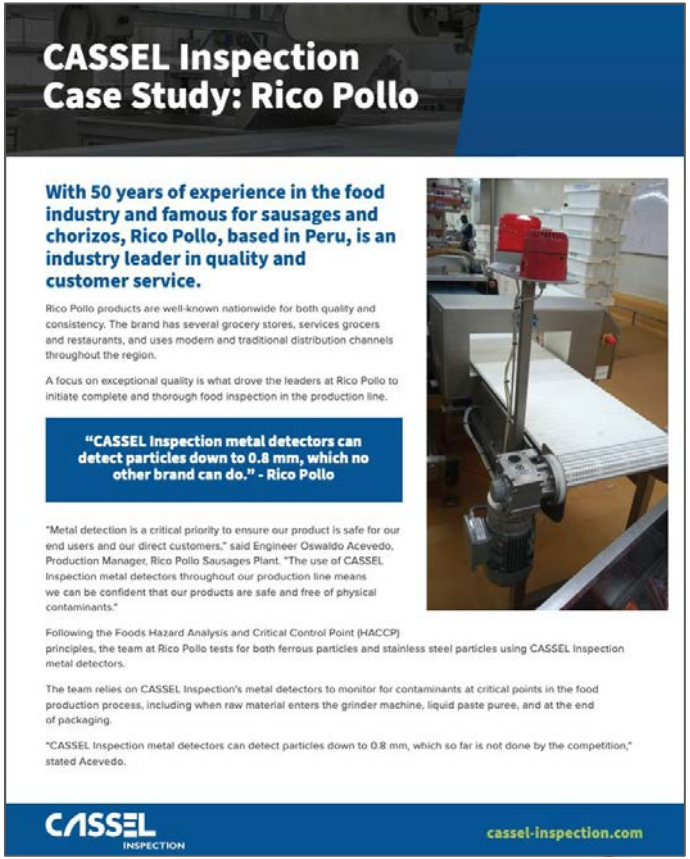
Sales Content: Case Studies

How do connect with our audiences' pain points?

Case Studies / Project Profiles

- Build instant credibility
- Target audience can relate to similar circumstances
- Use customer quotes / logos or simply profile a build process
- **Showcase expertise + experience**

[Review Example]



CASSEL Inspection
Case Study: Rico Pollo

With 50 years of experience in the food industry and famous for sausages and chorizos, Rico Pollo, based in Peru, is an industry leader in quality and customer service.

Rico Pollo products are well-known nationwide for both quality and consistency. The brand has several grocery stores, services grocers and restaurants, and uses modern and traditional distribution channels throughout the region.

A focus on exceptional quality is what drove the leaders at Rico Pollo to initiate complete and thorough food inspection in the production line.

"CASSEL Inspection metal detectors can detect particles down to 0.8 mm, which no other brand can do." - Rico Pollo

"Metal detection is a critical priority to ensure our product is safe for our end users and our direct customers," said Engineer Oswaldo Acevedo, Production Manager, Rico Pollo Sausages Plant. "The use of CASSEL Inspection metal detectors throughout our production line means we can be confident that our products are safe and free of physical contaminants."

Following the Foods Hazard Analysis and Critical Control Point (HACCP) principles, the team at Rico Pollo tests for both ferrous particles and stainless steel particles using CASSEL Inspection metal detectors.

The team relies on CASSEL Inspection's metal detectors to monitor for contaminants at critical points in the food production process, including when raw material enters the grinder machine, liquid paste puree, and at the end of packaging.

"CASSEL Inspection metal detectors can detect particles down to 0.8 mm, which so far is not done by the competition," stated Acevedo.

CASSEL INSPECTION

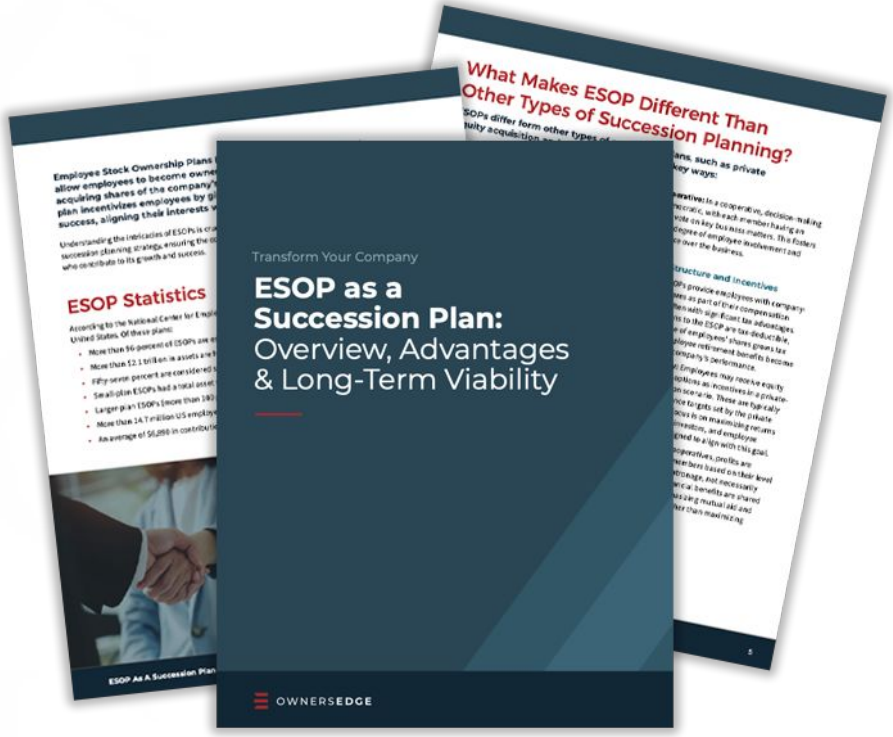
cassel-inspection.com

Product / Service Collateral

Which key attributes should we highlight?

Collateral

- Product brochure/catalog
- Service 1-sheeters
- Data sheets
- Infographics
- Prospect PDFs
- eBooks, whitepapers, guides
- **Branded materials, educational focus**



Example: AI 1-Sheeter

- Created after an initial meeting
- Stream Creative's AI-powered process creates personalized PDFs for key prospects

Parker Hannifin and Rosti:

Rosti
From concept to reality

Why Rosti is the Ideal Partner for Parker Hannifin's Engine Mobile Aftermarket Division

As a global leader in injection molding and contract manufacturing, Rosti actively seeks strategic partnerships that resonate with our dedication to innovation, quality, and sustainability. Given that Parker Hannifin's is a renowned leader in filtration technology, we see a prime opportunity for a collaboration that is mutually beneficial.

Localized Production:
A Strategic Advantage

Rosti's footprint in North America, Europe and Asia offers Parker Hannifin a unique opportunity to localize production. This strategic move can significantly reduce lead times and enhance supply chain efficiencies. By partnering with Rosti, Parker Hannifin could ensure faster delivery of products to its markets, optimizing resource allocation and fostering enhanced customer satisfaction through a more agile and responsive supply chain.

Commitment to Innovation

Our expertise and commitment in state-of-the-art technologies like RJG in molding sensing technology, distinguishes us in the industry. This commitment across our North American footprint has provided expanded, real time process monitoring without the added costs of additional labor. In addition, Rosti's focus on leading edge technology year after year continues to push the envelope for our customers in AI interface and prototyping capabilities with 3-D printing and rapid mold development.

Sustainability:
A Shared Vision

Our dedication to sustainable manufacturing practices, including the utilization of eco-friendly materials and energy-efficient processes, mirrors Parker Hannifin's own sustainability initiatives. This partnership would empower Parker Hannifin to provide its customers with more sustainable engine filtration solutions, reinforcing our collective commitment to environmental stewardship.

Capacity, Reliability & Filtration Knowledge



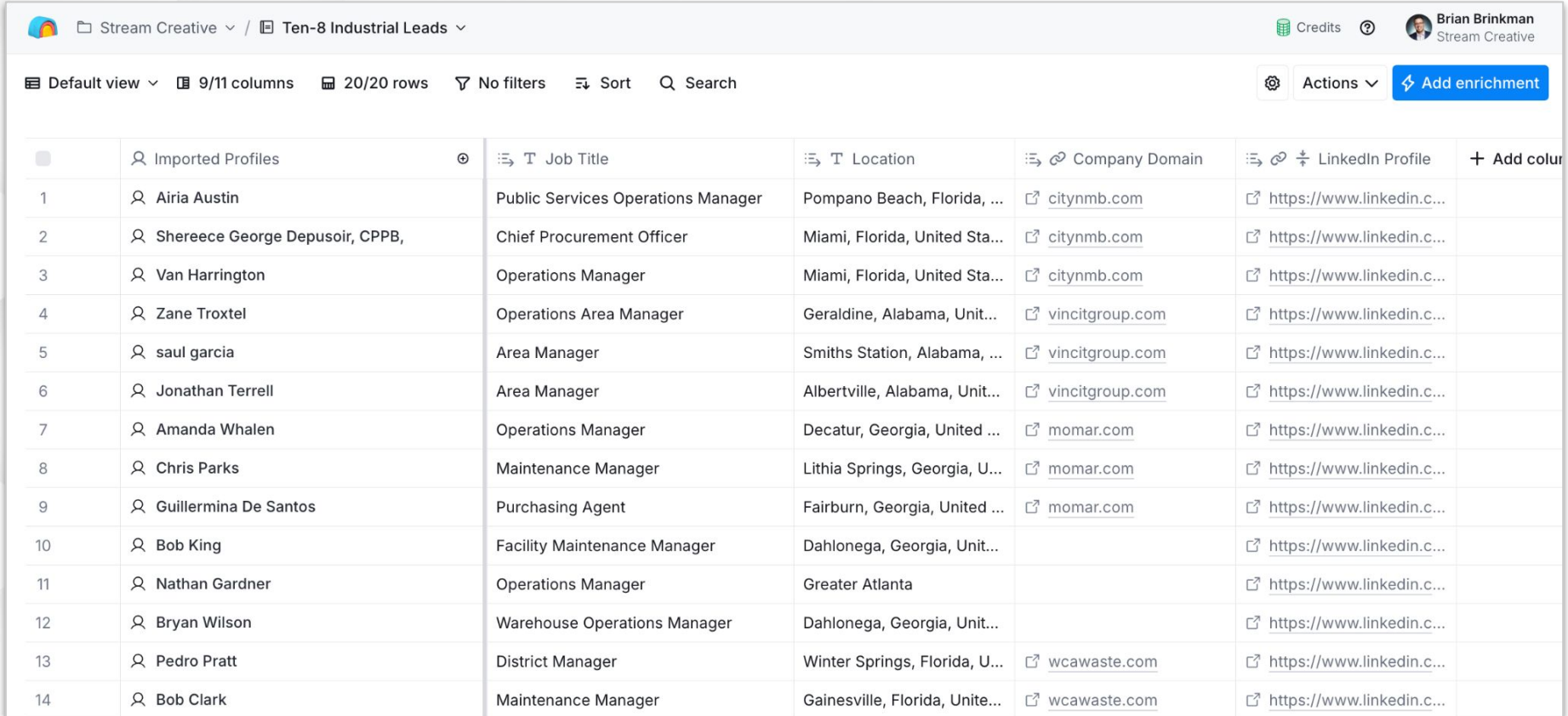
With Rosti's extensive global production capacity and unwavering reliability, we are positioned as an ideal ally for Parker Hannifin's EMAM. Our technology-driven approach, global presence and financial stability enable us to effectively meet the increasing demands of Parker Hannifin's customers, optimizing resources and ensuring customer satisfaction. This coupled with our extensive knowledge of the filtration industry and components puts us at a competitive advantage for your team.

Through a partnership with Rosti, Parker Hannifin's EMAM can expect a more sustainable and efficient supply chain, leading to enhanced customer satisfaction and sustained growth in the evolving automotive sector. Together, we can guide the industry toward a more sustainable future, proving that success and environmental responsibility can indeed go hand in hand.

We look forward to further discussions to explore this promising partnership and are very confident in the mutual benefits and shared successes that lie ahead.

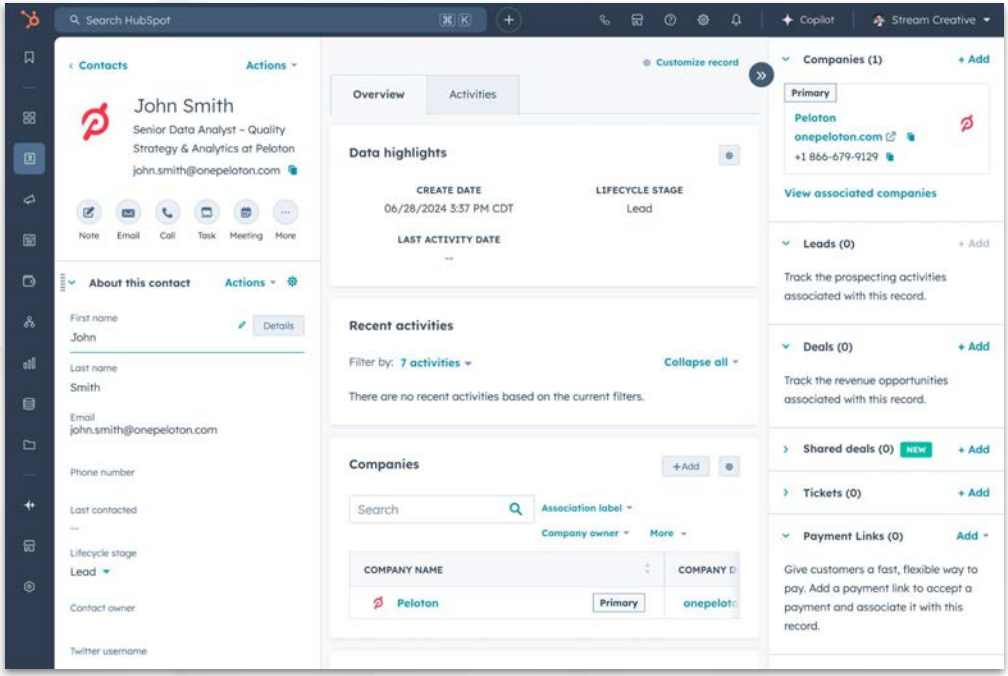
A COMPANY WITHIN NORDSTJERNAN

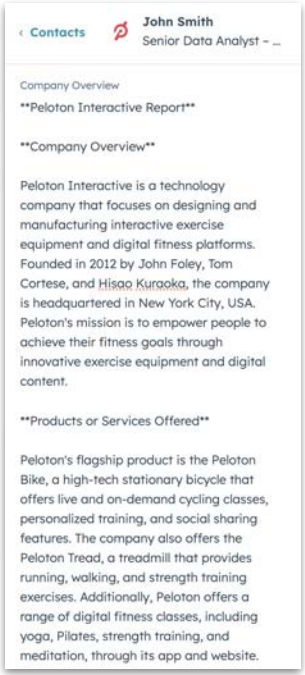
Example: Lead Generation

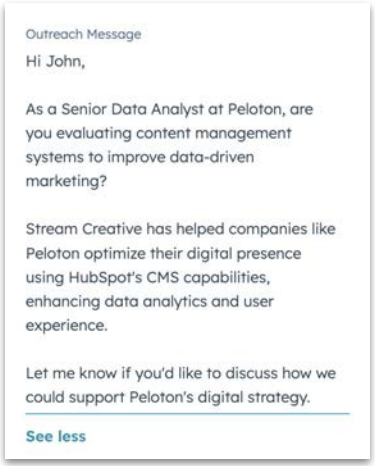


	Imported Profiles	Job Title	Location	Company Domain	LinkedIn Profile
1	Airia Austin	Public Services Operations Manager	Pompano Beach, Florida, ...	citynmb.com	https://www.linkedin.c...
2	Shereece George Depusoir, CPPB,	Chief Procurement Officer	Miami, Florida, United Sta...	citynmb.com	https://www.linkedin.c...
3	Van Harrington	Operations Manager	Miami, Florida, United Sta...	citynmb.com	https://www.linkedin.c...
4	Zane Troxtel	Operations Area Manager	Geraldine, Alabama, Unit...	vincitgroup.com	https://www.linkedin.c...
5	saul garcia	Area Manager	Smiths Station, Alabama, ...	vincitgroup.com	https://www.linkedin.c...
6	Jonathan Terrell	Area Manager	Albertville, Alabama, Unit...	vincitgroup.com	https://www.linkedin.c...
7	Amanda Whalen	Operations Manager	Decatur, Georgia, United ...	momar.com	https://www.linkedin.c...
8	Chris Parks	Maintenance Manager	Lithia Springs, Georgia, U...	momar.com	https://www.linkedin.c...
9	Guillermina De Santos	Purchasing Agent	Fairburn, Georgia, United ...	momar.com	https://www.linkedin.c...
10	Bob King	Facility Maintenance Manager	Dahlonega, Georgia, Unit...		https://www.linkedin.c...
11	Nathan Gardner	Operations Manager	Greater Atlanta		https://www.linkedin.c...
12	Bryan Wilson	Warehouse Operations Manager	Dahlonega, Georgia, Unit...		https://www.linkedin.c...
13	Pedro Pratt	District Manager	Winter Springs, Florida, U...	wcawaste.com	https://www.linkedin.c...
14	Bob Clark	Maintenance Manager	Gainesville, Florida, Unite...	wcawaste.com	https://www.linkedin.c...

Example: Lead Generation







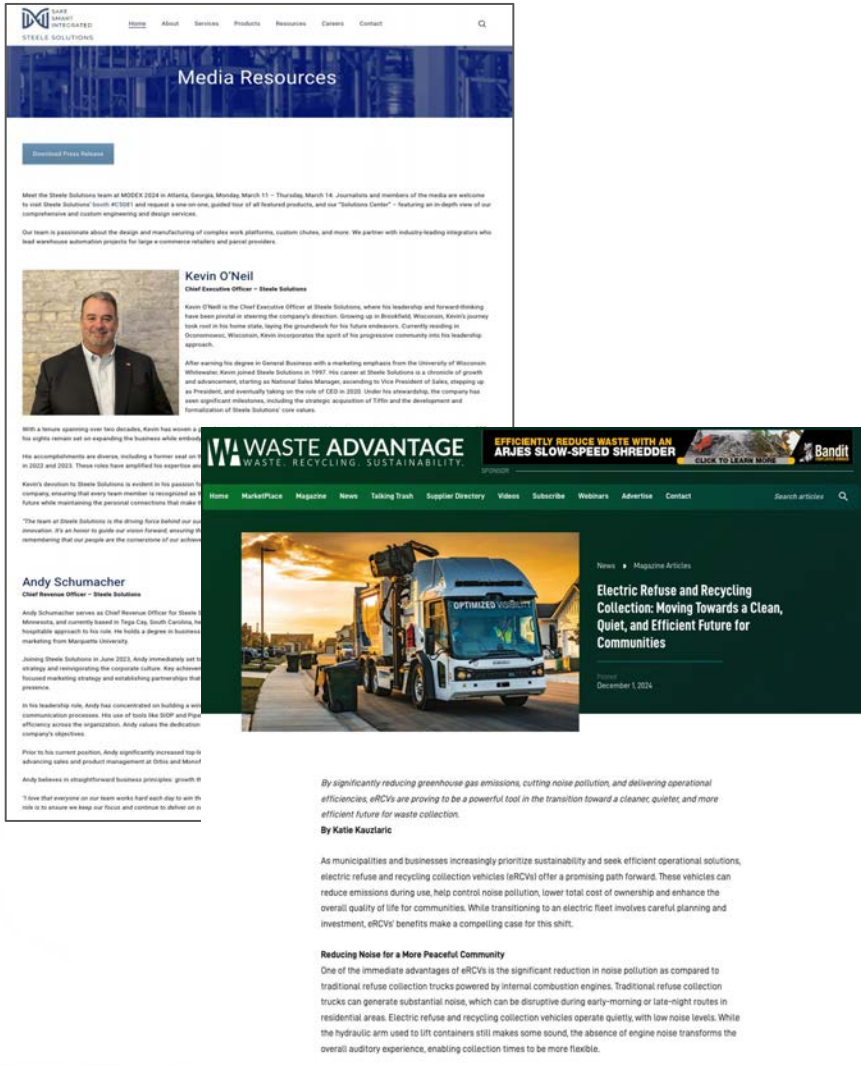
Public Relations

How can we generate interest and influence?

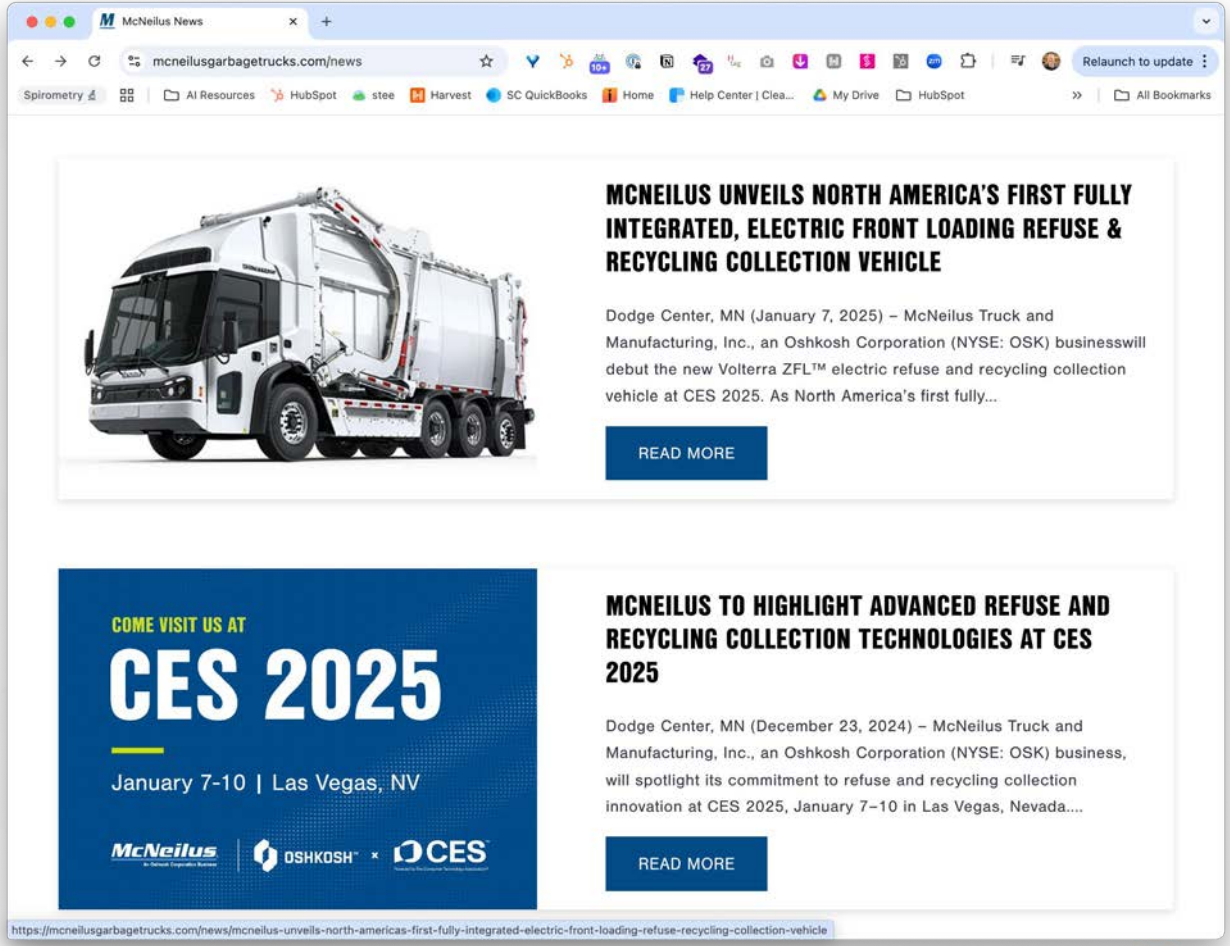
Strategic PR

- Trade publication feature stories
- Bi-line articles
- Quotes in publications
- Pitch ideation & Press releases
- Spokesperson training
- Electronic press kits
- Trade show feature page
- Media Monitoring

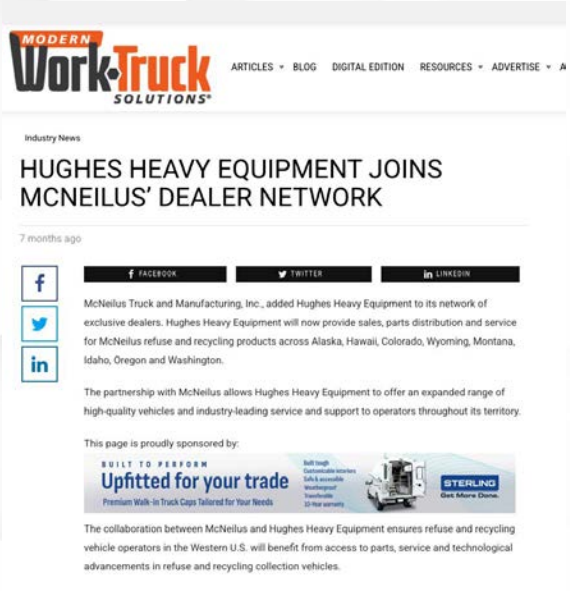
[Review Example]

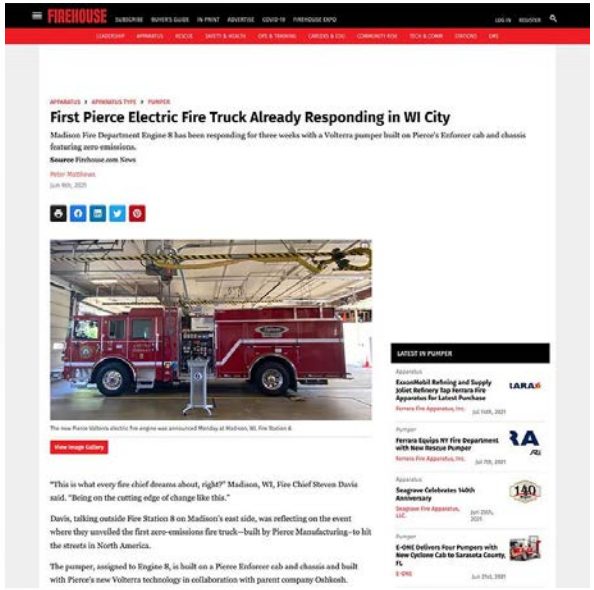


Strategic PR



Strategic PR







Strategic PR

McNeilus PR Report 2024

Date	Source	Headline	URL	Hit Sentence	Reach	A.V.E.	State	City
11/1/2024	automotiveEV.com - Electric Vehicle News an	Republic Services and City of Loui	https://www.automo	The zero-emissions	1086	10.05		
11/1/2024	Automotive Purchasing and Supplychain	Republic Services and City of Loui	https://www.automo	The zero-emissions	1221	11.29		
11/1/2024	Waste Today	McNeilus sells electric collection tr	https://www.wastetc	Pride Disposal & Re	18723	173.19	Ohio	Valley View
11/2/2024	Southern Sports Today	Global Garbage Truck Bodies Mark	https://lifestyle.south	... Garbage Truck Bo	31	0.29		
11/2/2024	Z106.3e	Global Garbage Truck Bodies Mark	https://lifestyle.all80	... of garbage truck t	0	0		
11/2/2024	WFOM | Xtra 1063 FM	Global Garbage Truck Bodies Mark	https://lifestyle.xtra1	... of garbage truck t	3328	30.78	Georgia	
11/2/2024	POOLER MAGAZINE	Global Garbage Truck Bodies Mark	https://lifestyle.poole	... of garbage truck t	905	8.37	Georgia	
11/2/2024	KCCR-AM (Pierre, South Dakota)	Global Garbage Truck Bodies Mark	https://lifestyle.kccr	... of garbage truck t	6105	56.47		
11/2/2024	KLXS-FM	Global Garbage Truck Bodies Mark	https://lifestyle.pierr	... of garbage truck t	0	0	South Dakota	Pierre
11/2/2024	WICZ-TV	Global Garbage Truck Bodies Mark	https://www.wicz.co	... of garbage truck t	67062	620.32	New York	
11/2/2024	Truck & Bus Builder	Republic Services places further h	https://truckandbusb	The Volterra ZSL by	3805	35.2	England	Taunton
11/3/2024	Thedam FM	Waste Management Equipment Ma	https://lifestyle.theda	... Market worldwide	0	0		
11/3/2024	News Channel Nebraska	Waste Management Equipment Ma	https://metro.newsc	... Market worldwide	107219	991.78	Nebraska	Norfolk
11/3/2024	KOTA-AM	Waste Management Equipment Ma	https://lifestyle.kotar	... Market worldwide	253	2.34	South Dakota	Rapid City
11/3/2024	WWZW - Lifestyle	Waste Management Equipment Ma	https://lifestyle.2wzh	... Market worldwide	543	5.02		
11/3/2024	San Clemente Journal	Waste Management Equipment Ma	https://lifestyle.sanc	Market worldwide? \	2606	24.11		
11/3/2024	Effingham Magazine	Waste Management Equipment Ma	https://lifestyle.effinc	... Market worldwide	629	5.82		
11/3/2024	Guy On Climate	Extreme Temperature Diary- Sunda	https://guyonclimate	... t.co/90ahlroxaL Ph	457	4.23	Georgia	Atlanta
11/3/2024	Global Energy	Lanzan la primera flota de camione	https://globalenergy	... La flota de Louisv	9706	89.78		
11/3/2024	Kursors.lv	Luisvila dvē sevi par pirmo pilsēt	https://kursors.lv/20	... apdzīvotajos rajor	49594	458.74		
11/4/2024	Youtube	Edco McNeilus ZR On 916 on after	https://www.youtub	Edco McNeilus ZR C		0		
11/4/2024	KZZI-FM	Asia Pacific Garbage Truck Bodies	https://lifestyle.myea	...) Eicher Motors (U	574	5.31	South Dakota	Rapid City
11/4/2024	KZZI-FM	North America Garbage Truck Bod	https://lifestyle.myea	... safely. The Major I	574	5.31	South Dakota	Rapid City
11/4/2024	The Hood Magazine	North America Garbage Truck Bod	https://lifestyle.thehv	... safely. The Major I	1212	11.21		
11/4/2024	Twitter		https://twitter.com/E	RT @EarthAccountin	30450	281.66	California	Los Angeles
11/4/2024	KOTA-AM	Asia Pacific Garbage Truck Bodies	https://lifestyle.kotar	...) Eicher Motors (U	253	2.34	South Dakota	Rapid City
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11/4/2024	Today's Family Magazine	Asia Pacific Garbage Truck Bodies	https://lifestyle.todat	... Eicher Motors (U.I	2768	25.6		
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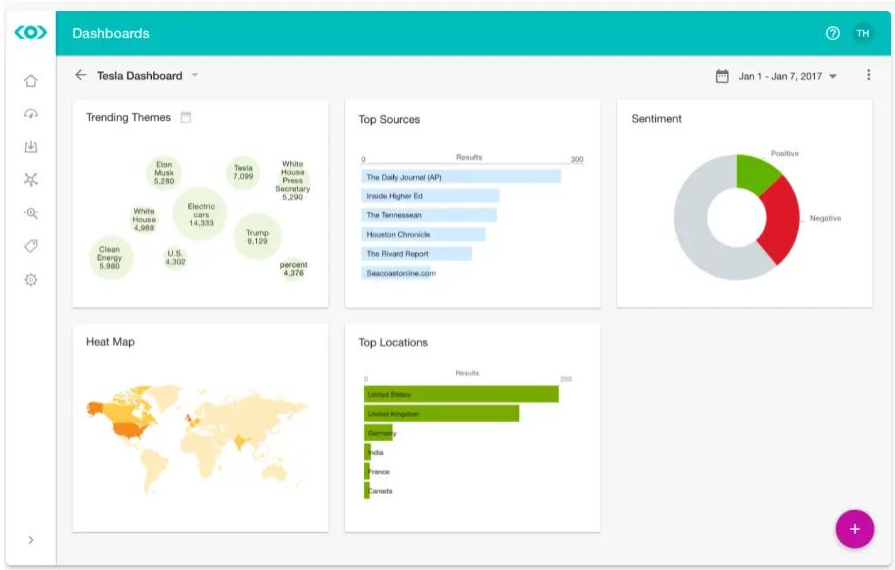
11/4/2024	KYNT-AM	Asia Pacific Garbage Truck Bodies	https://lifestyle.kynt1	... Eicher Motors (U.I	3028	28.01	South Dakota	Yankton
11/4/2024	KQRQ-FM	Asia Pacific Garbage Truck Bodies	https://lifestyle.q923	...) Eicher Motors (U	371	3.43	South Dakota	Rapid City



Video

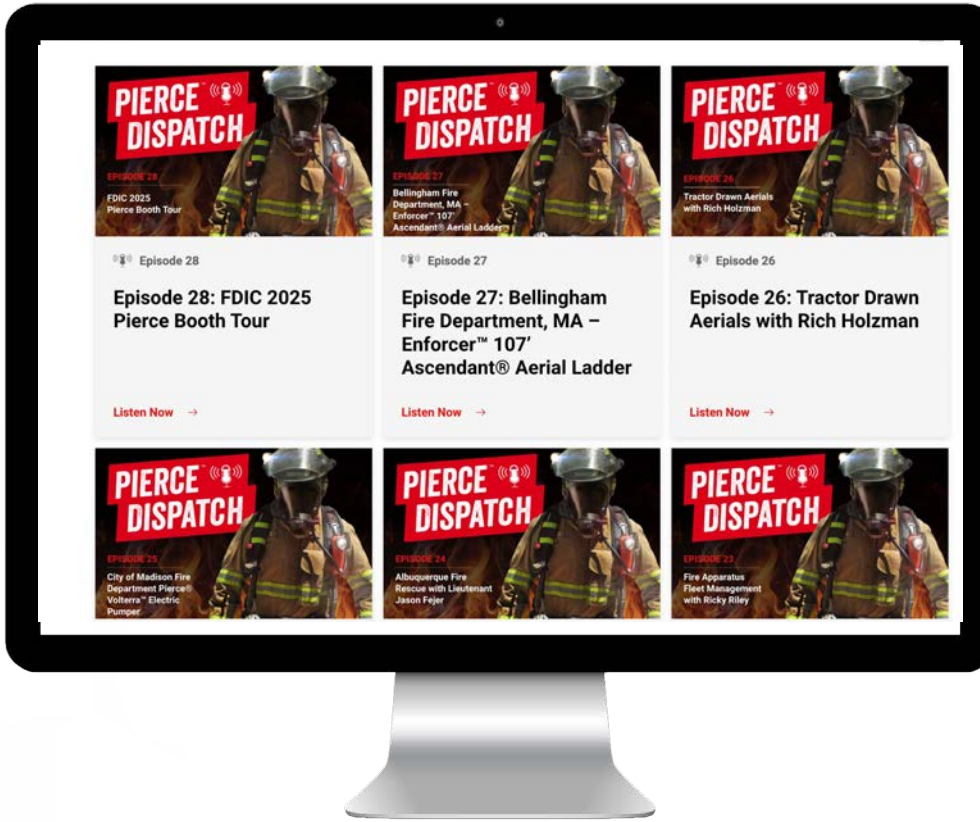
How can we use visual content to connect?



Video and Podcasts

- Product overview
- Case studies
- Recruitment / HR
- 1:1 sales
- Webinars
- Podcasts

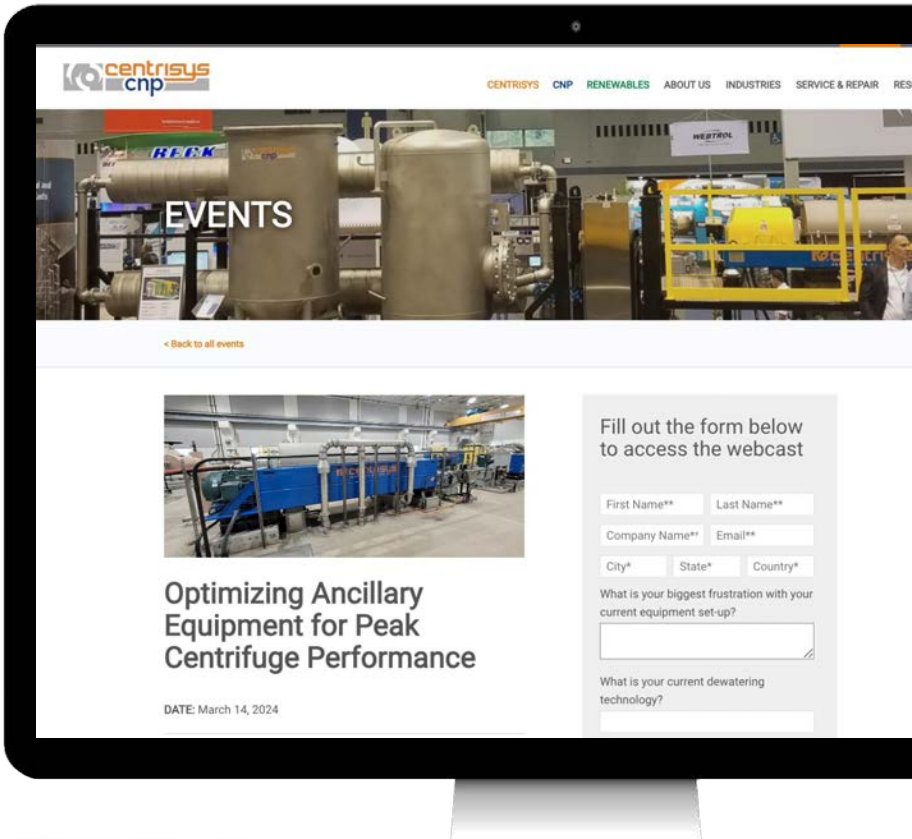
Review Examples



Webinars: On-Demand Video

- Webinars designed to educate
- Build sales nurture lists
- Take webinars and splinter them into other content (shorts, blogs, LI posts, etc.)

[Review Example]



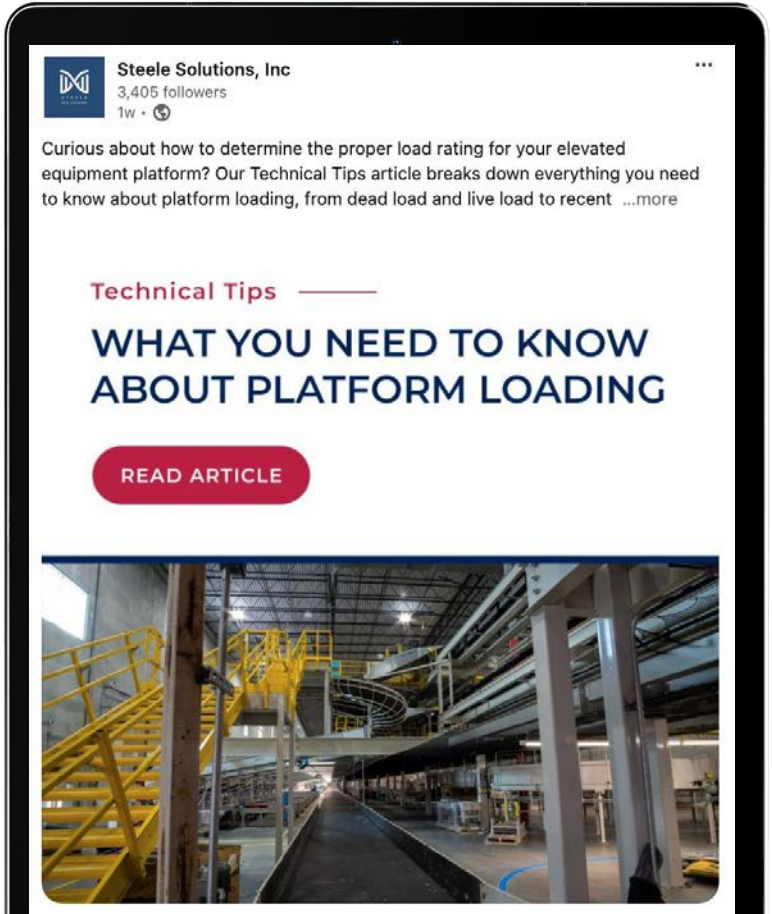
Social Media

How do we want to build connections?



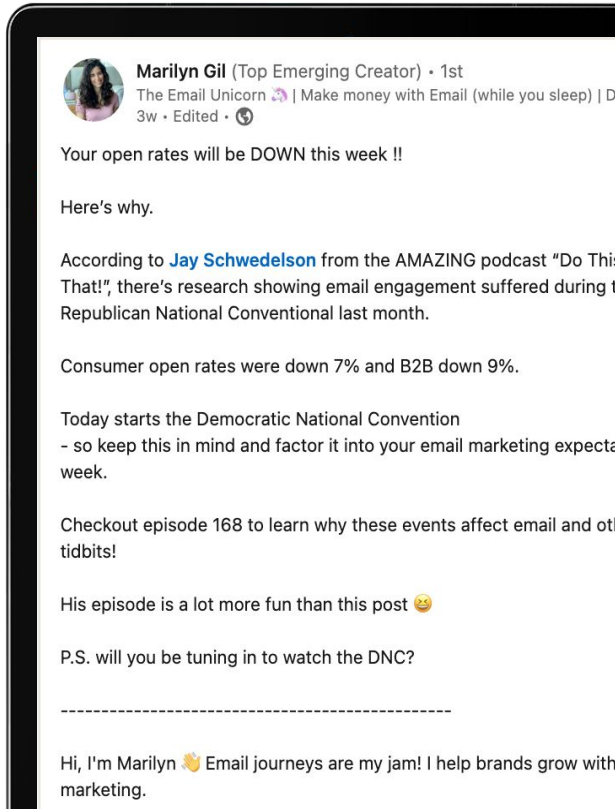
Social Media

- Weekly posts
  - Product / service highlights
  - Case studies
  - General information
- Thought-leadership
- Interactive content
  - Sliders
  - Polls
  - Lead generation



LinkedIn for Strategic Connections

- Individual authors often get more visibility than brand pages
- Build connections with key targets, and like, comment and share their posts strategically
- Use LinkedIn Ads to boost content to key targets
- **Thought-leadership development**

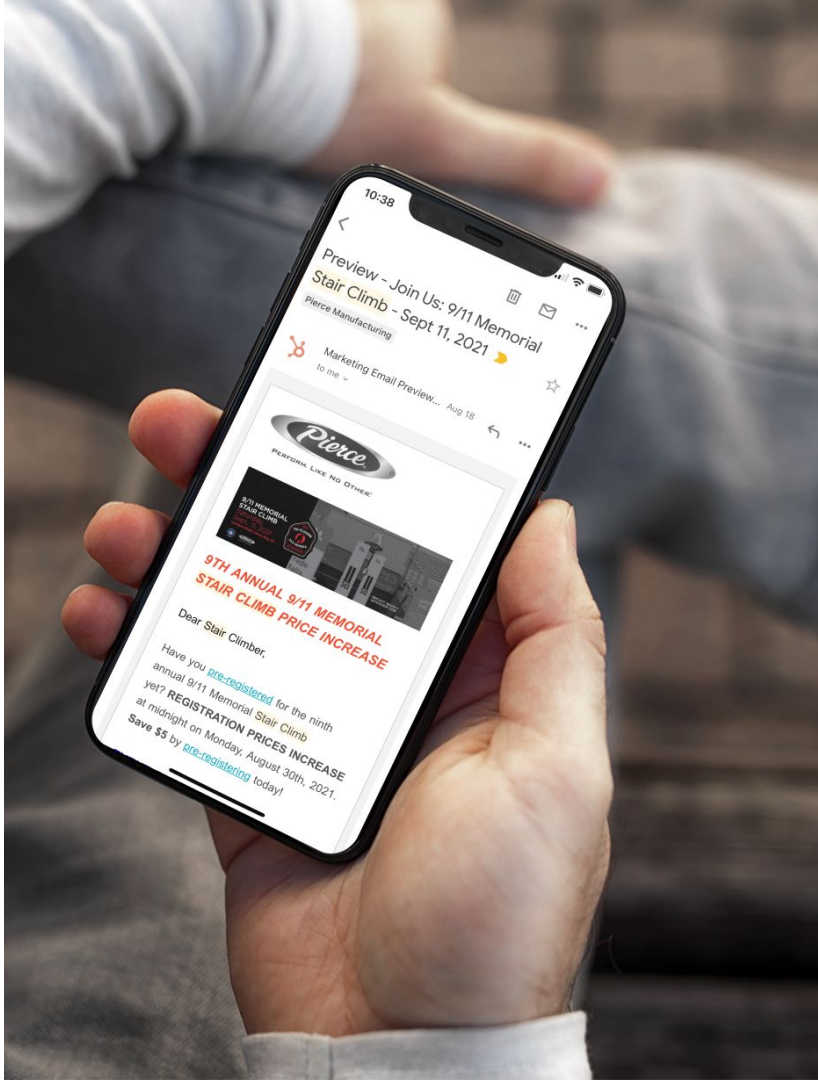


Email

How can we effectively nurture our leads?

Email

- HubSpot Newsletters
- 1:1 sales email templates
- Product-based emails
- Pipeline email strategy
- Nurturing sequences
- Workflow emails
- **Stay top-of-mind**



Digital Advertising

How do we get instant visibility?

Paid Media Opportunities

- Google ads
- Social media ads
- Display ads
- Programmatic
- **Immediate visibility**

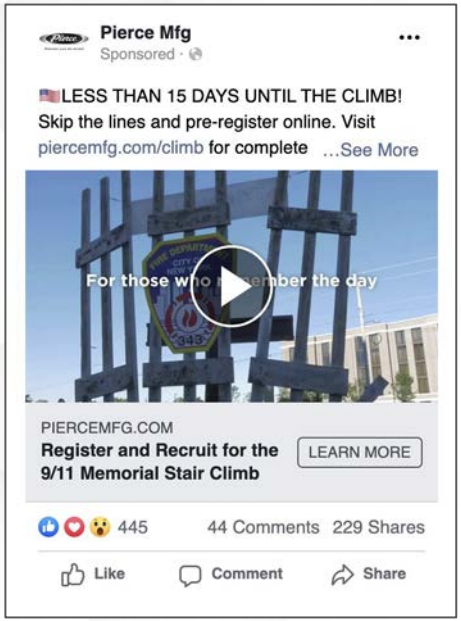


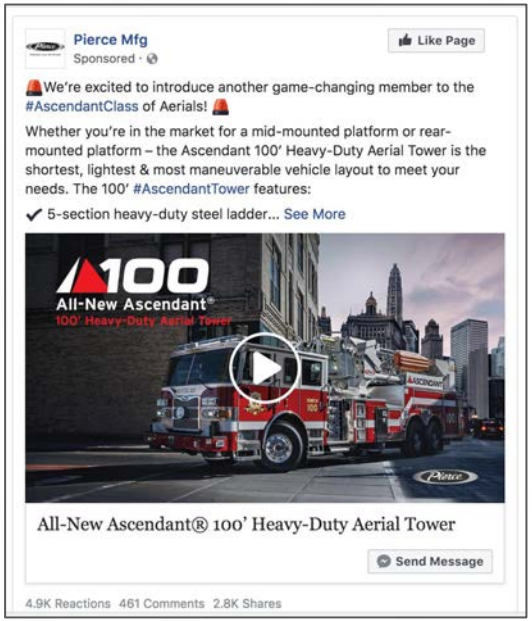


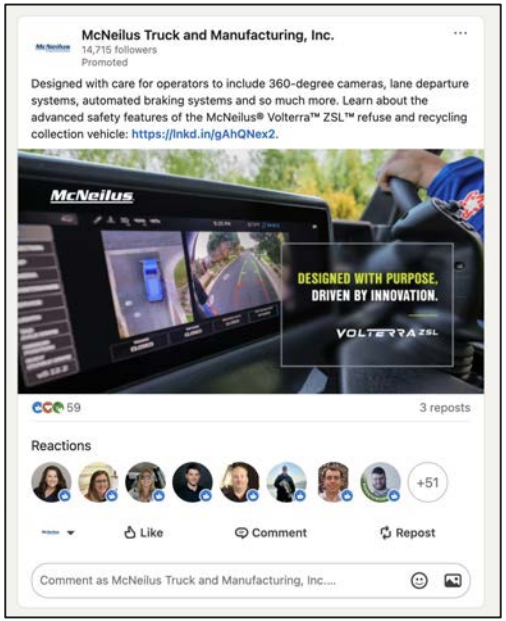




Paid Media Opportunities







Campaigns

How do we bring it all together strategically?



Sales



3 Emails
Email draft for customers
Email draft for prospects
Email draft for sales team



Sales Support Materials



8-10
Animoto Videos
(blog, sales support, emails, social promotion)

Content Strategy



4-6
'Cluster Topic' blog posts



Medium-tailed keyword focus



Pillar Page
Deep-dive on topic
Include PDF lead gen + form



Workflow / Nurture Emails



Chatbot for lead gen or Q+A

Lead Gen

Promotion



Digital / Native / Traditional Ads



5-10
Paid Social Posts



10-15
Organic Social Posts



Identify 20 External Link Builders



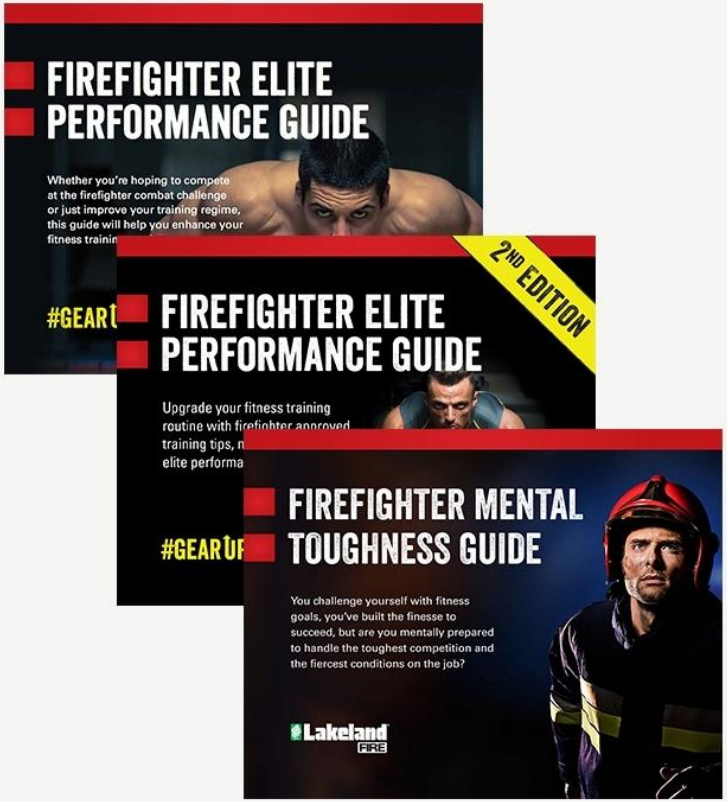
Link Building Outreach



Strategic PR

Public Relations

Campaign: Lakeland





What information do they want, and when do they need it?



Thank you!

Any questions?

