

ACHIEVEMENTS & PORTFOLIO

# **Beyond Borders Marketing**

[MarketingBeyondBorders.com](http://MarketingBeyondBorders.com)

# Recent Client Achievements



## Entrada Group

Mexico Manufacturing Support Provider  
[www.entradagroup.com](http://www.entradagroup.com)

Longtime client (over ten years)

Led to opening of second manufacturing facility (Guanajuato), resulting in 22% new client growth.

Guide all company marketing, outreach and communications (external & internal).

## E+E Elektronik

Austria-based manufacturer  
[www.epluse.com](http://www.epluse.com)

U.S. subsidiary and corporate client for over 3 years.

Since working with us, U.S. subsidiary has doubled its sales in under 2 years and improved EBITDA 5X over target.

## Guanajuato Cluster

Public/Private Medical Device Cluster  
[www.gtolifecluster.org](http://www.gtolifecluster.org)

Launched new medical device cluster, partly funded by the state of Guanajuato, Mexico.

First-ever medical device cluster in the state (SP/EN) aligns public and private resources.

## A Player Advantage

Certified Scaling Up Coaching Provider  
[www.aplayeradvantage.com](http://www.aplayeradvantage.com)

Launched new blog, video and outreach program for client.

Filled all seats (sold out) for in-person, daylong CEO coaching workshop.

# Webinars

**CLIENT**  
Numerous

**SERVICES**

- Media partnerships
- Research & content development
- Writing
- Design of presentation deck
- Magazine ads to promote webinars
- Email promotion and outreach

**WEBINAR PLATFORMS**

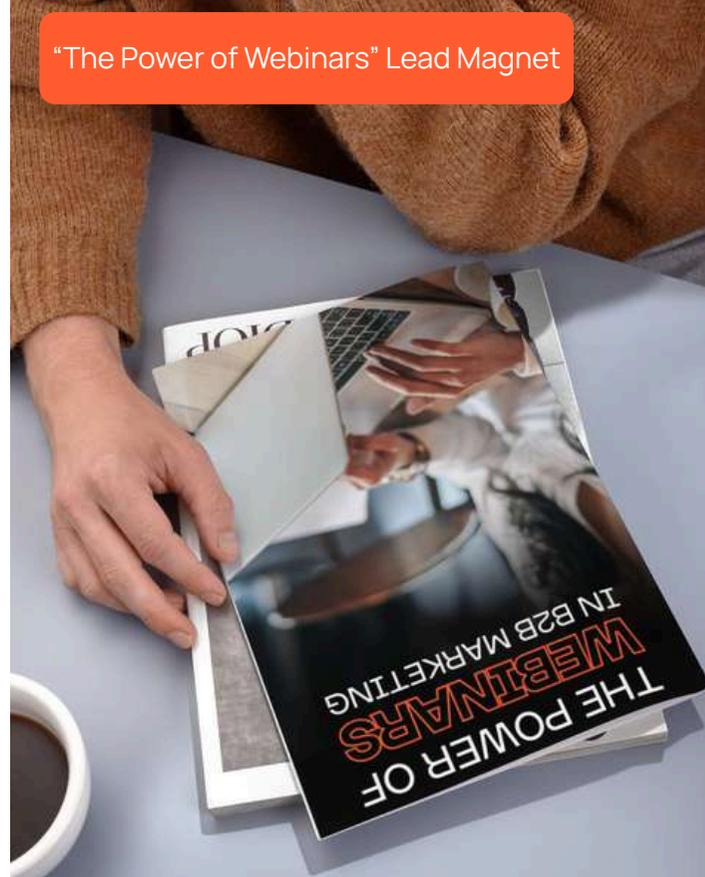
Over the years we have used primarily Zoom (our preference) and Cisco (not recommended)

**SUMMARY**

Webinars are a good trust-builder, as well as a great way to regularly stay top-of-mind with your audience.

And, best of all, the **SECRET IS:** It's actually not about the webinar. Read our lead magnet to learn why.

"The Power of Webinars" Lead Magnet



Medical Device Offshore/Nearshore Manufacturing Research

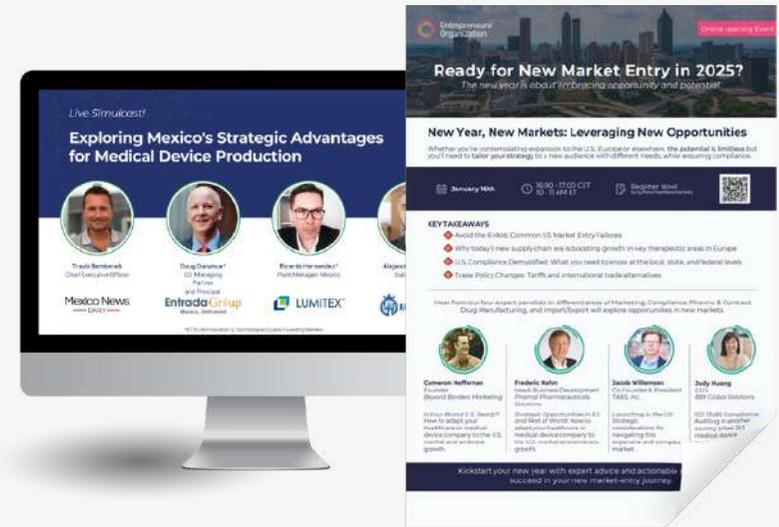


**BUILD CREDIBILITY**

1. Position your webinar as a source of information and education, not a sales vehicle
2. Cover a wide-range of topics that YOU are an expert on
3. Evaluate competing products/solutions
4. Invite guest speakers, clients or other experts to enhance your credibility further

**BUT WHAT IF THEY CAN'T ATTEND?**

*(were you paying attention earlier?)*



# End-to-End B2B Campaigns

CLIENT  
Entrada Group (Mexico)

## SERVICES

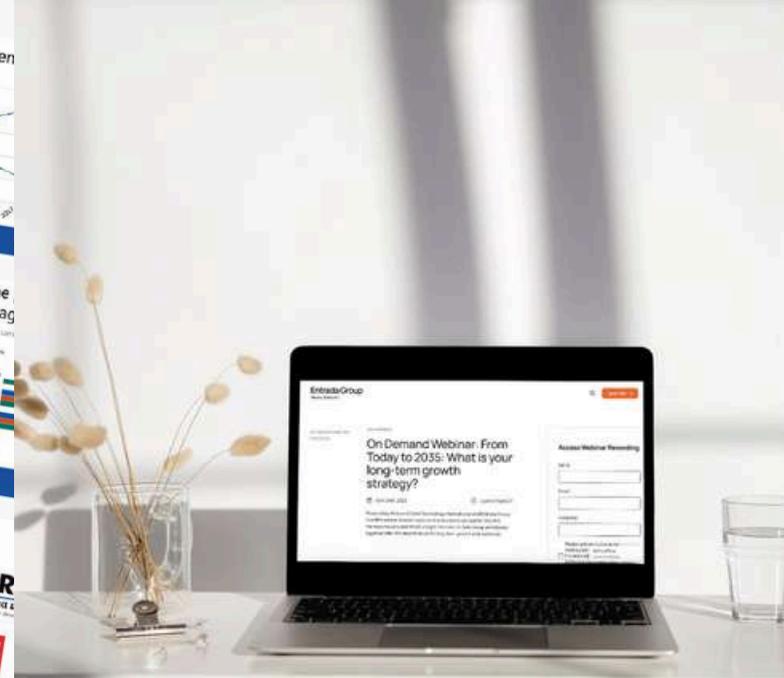
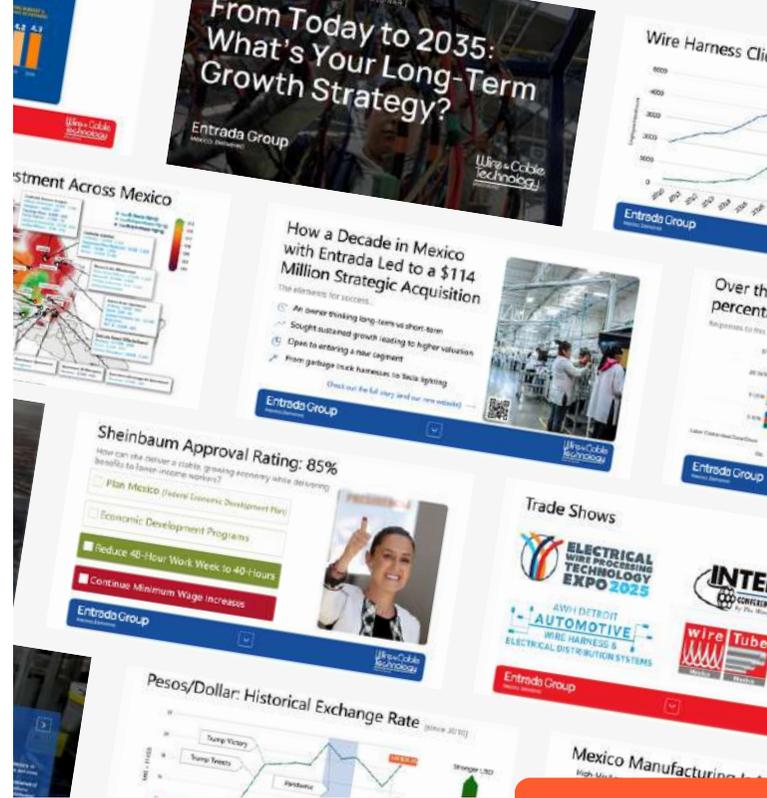
- Media Partnerships
- Research & content development
- Copy & design of slide deck
- Magazine ads
- Email copy & design

## SUMMARY

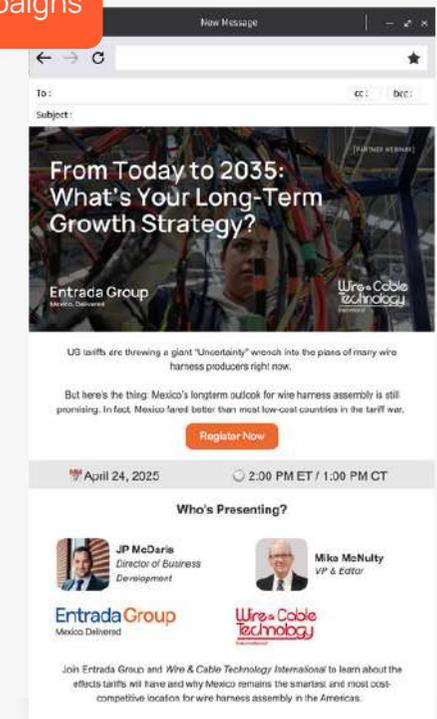
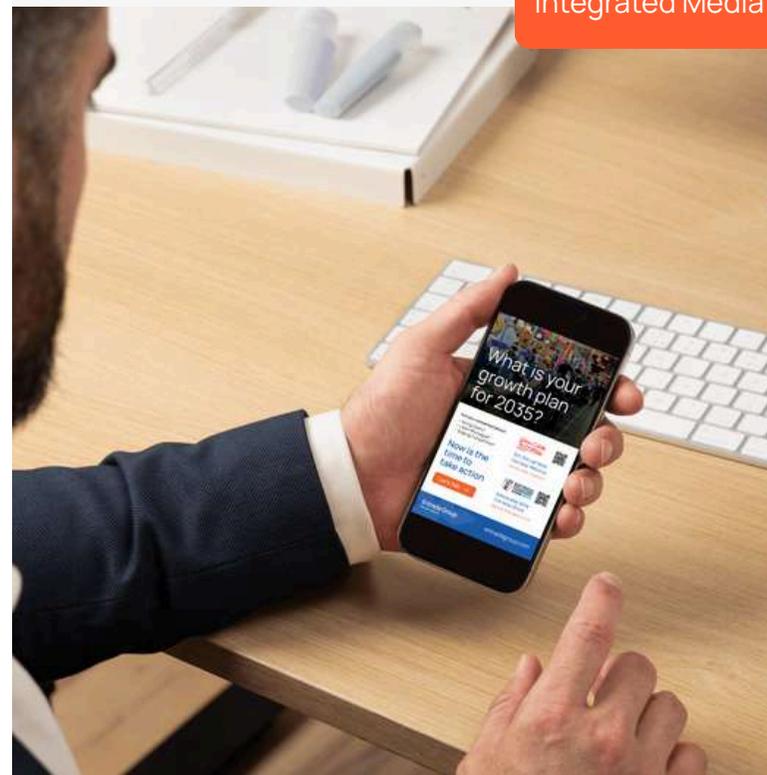
Wire & Cable Technology International (WCTI) and Entrada Group have been partnering for five years on an annual content partnership and webinar for the electronics industry.

The multichannel webinar campaign aimed to drive registrations and promote thought leadership.

Entrada has numerous electronics sector clients, exhibits at annual events and focuses content on addressing common industry challenges.



Integrated Media Partner Campaigns



# Technical Client Sales Pieces

**CLIENT**  
E+E Elektronik (Austria)

## SERVICES

- Writing
- Research & Content Development
- Magazine Ad
- LinkedIn Post
- Media Partnership

## SUMMARY

We've partnered with E+E Elektronik, an Austria-based industrial sensor manufacturer, on numerous case studies and reports for their automated sensors.

These multichannel campaign drive brand and product awareness, and are specifically targeted at prospects in North America.



Simplifying Complex Topics



**The Challenge**

They needed a replacement, fast. One that was designed for use in hazardous environments, seamlessly integrated with their current system, and came with guaranteed long-term availability and supplier support.

**The Solution**

E+E Elektronik's EE300Ex met every requirement. It's engineered for hazardous environments, delivers accurate and reliable moisture-in-oil readings via a standard 4-20 mA analog signal and it's long-term product availability provided the station with critical peace of mind.

**EE300Ex Humidity and Temperature Sensor**

- Rust Resistant Probe
- Withstands 180 °C (356 °F)
- Stainless Steel Encasing
- ±1.3 % RH Accuracy
- Engineered for use in hazardous areas

**Safeguard Your Pipeline! Contact Us!**

Matt Nemeth  
office.us@eplus.com  
(847) 495-7744  
eplus.com

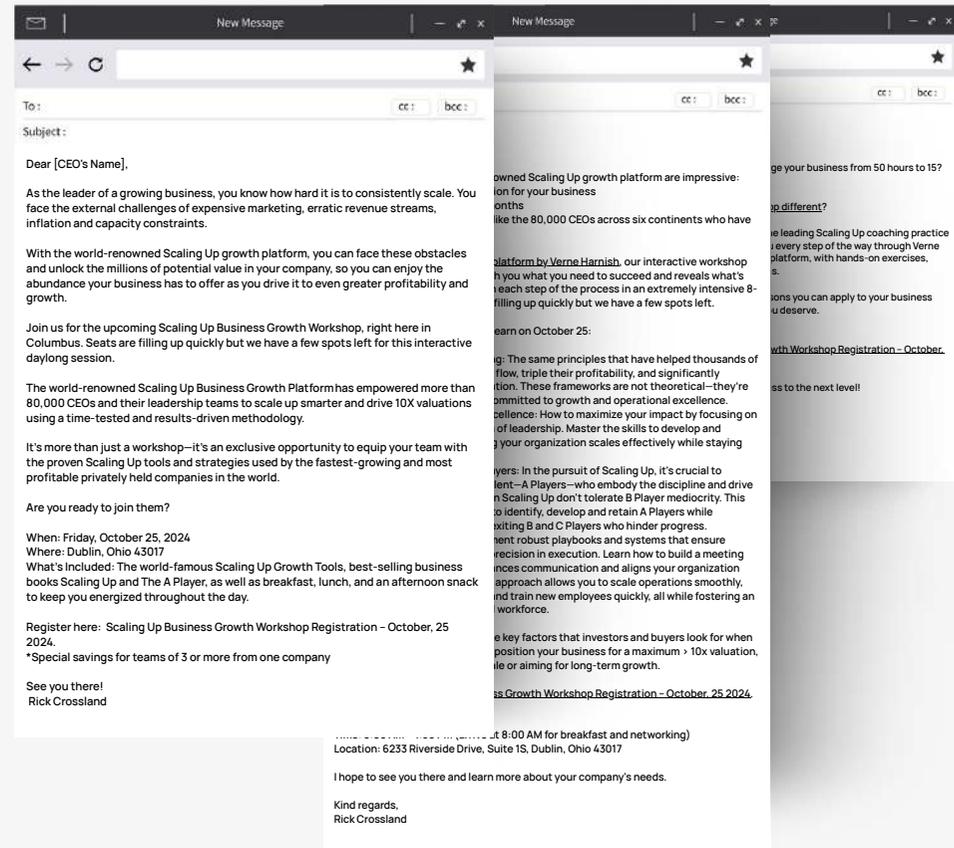
# SEO Optimization & Event Marketing

CLIENT  
A Player Advantage

## SERVICES

- Email Marketing
- Search Engine Optimization (SEO)
- Research & content creation
- Social media content
- Event marketing
- Video production, script, editing

90% of the emails we send are text-only, in keeping with industry best practices



## SUMMARY

Beyond Borders Marketing partnered with A Player Advantage's Rick Crossland, a certified Scaling Up business coach, to drive more CEO and owner clients to his coaching practice.

We optimized the website for enhanced UX, higher traffic and conversion.

The project led to a sold-out daylong CEO workshop, a comprehensive marketing and outreach roadmap, and an upgraded brand presence to support ongoing customer acquisition.

A Player Advantage SEO-optimized articles



"Scaling Up Insights" YouTube Videos



# New Frontiers: Video Brochure

CLIENT  
Entrada Group

## SERVICES

- Strategy
- Vendor Research
- Layout Design
- Video Concept & Production

## SUMMARY

Getting the attention of CEOs and company owners is hard. Sometimes, you need to take a different approach.

Beyond Borders Marketing created a video brochure which was mailed directly to the client's prospect list.

This high-touch, **Contact Marketing** effort resulted in several meetings with high-target prospects, as well as greater brand awareness and strong positive feedback from prospects.

The client will repeat the successful campaign again in future months.



# B2B Sales Workshops

CLIENT  
Numerous

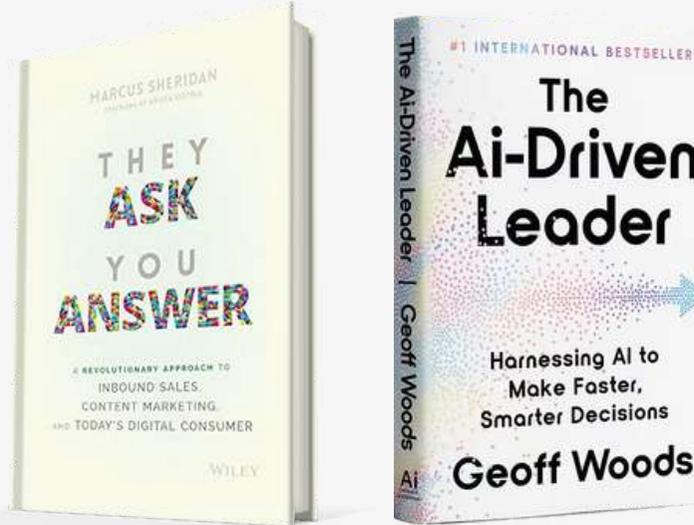
## SERVICES

- Pre-workshop survey
- B2B sales workshop tailored to audience
- Research
- Writing and slide deck
- Post-session report, feedback, leave-behinds

## SUMMARY

Beyond Borders Marketing has delivered numerous sales workshops, to help B2B sales teams address common objections, navigate long sales cycles, develop consistent sales playbooks, and enhance sales effectiveness.

Sales/Leadership Approaches and Methodologies



STORY

BRAND

SANDLER®

Leave-Behinds & Reports



EO Healthcare Industry Roundtable



# Event Support

## CLIENT

Numerous

## SERVICES

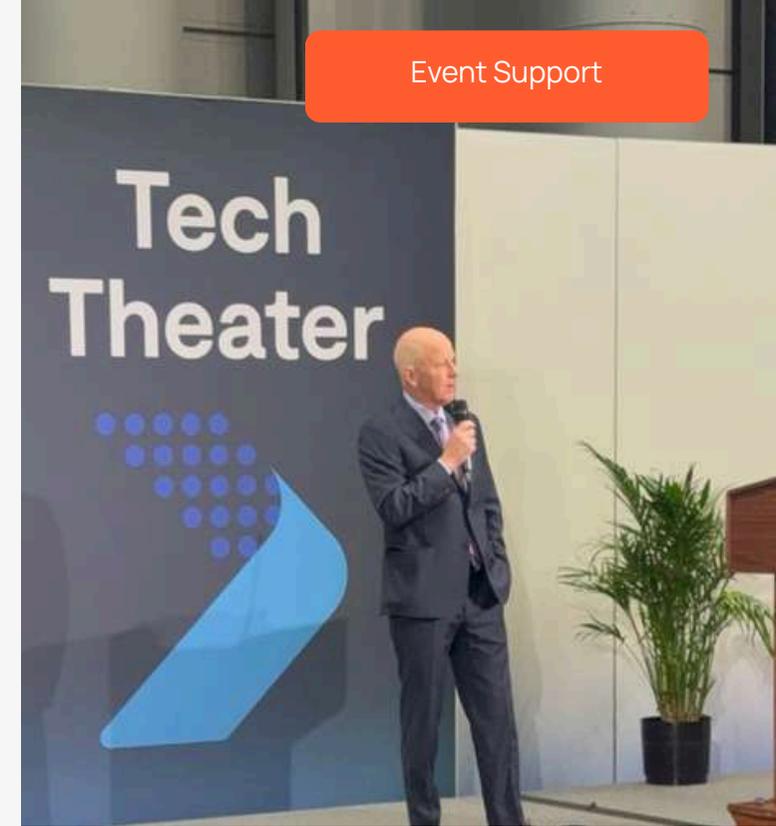
- Banner and booth design
- Content development
- Collateral design
- Pre-show bookings
- Pre-and post-event outreach campaigns
- Paid ads (Google, LinkedIn)
- LinkedIn Promotion
- Event landing pages
- PR & Media Outreach
- Sponsorship management

## EVENT TYPES

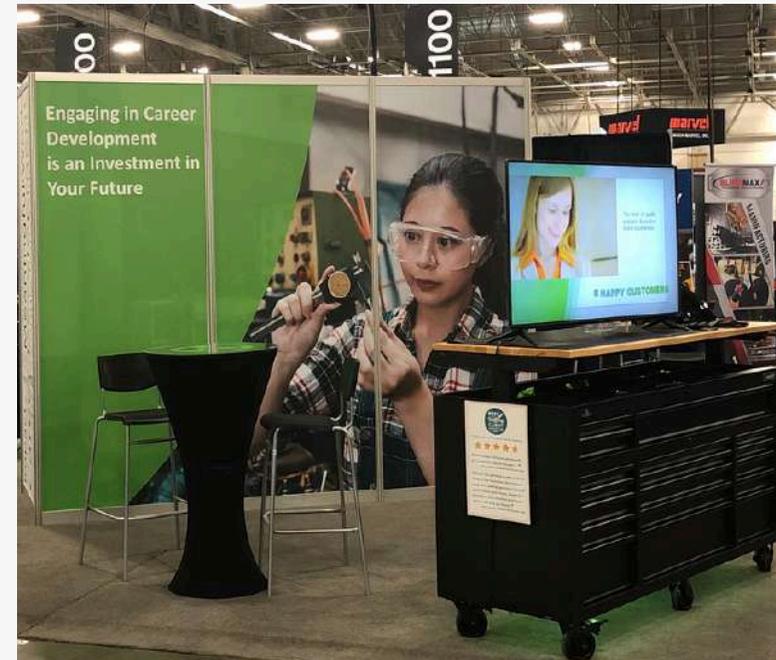
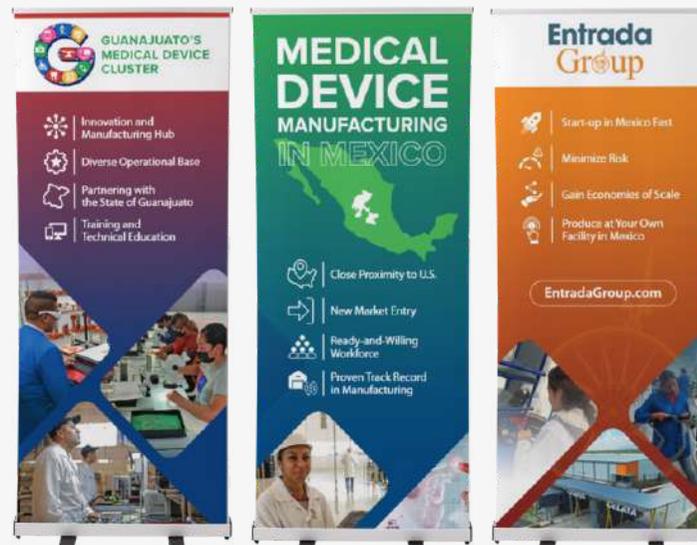
- Tradeshows
- Speaking engagements
- Panel discussions & roundtables
- Corporate & Client Events
- Workshops

## SUMMARY

Standing out at tradeshows, conferences, and corporate events requires more than just showing up; it takes strategy. Beyond Borders Marketing delivers end-to-end support, from selecting the right event and audience, to managing your full exhibit and outreach efforts. We'll help you generate awareness before, during and afterward, to maximize your ROI.



## Booth & Banner Design



# Video Production

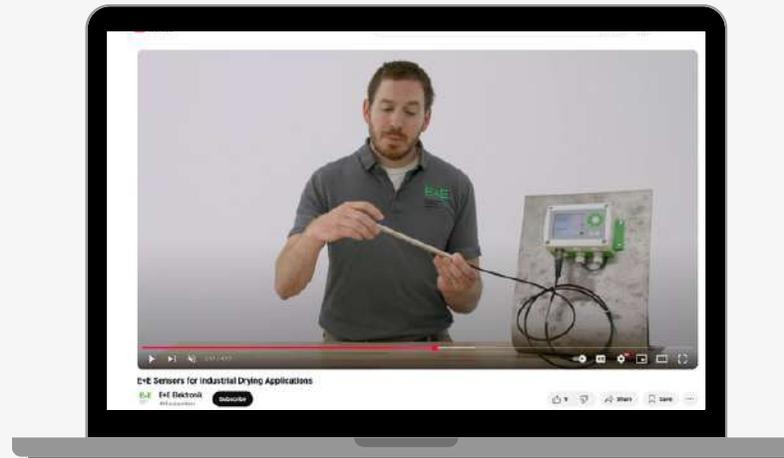
CLIENT  
Numerous

## SERVICES

- Pre-Production
  - Video content strategy and campaign planning
  - Messaging framework and storyboard development
  - Production logistics
- Production
  - On-site or studio filming
  - B-roll capture and product shots
- Post-Production
  - Editing and sequencing
  - Motion graphics and animation
  - Voice-over recording and syncing
  - Music licensing and sound design
  - Platform specific formatting

## SUMMARY

Beyond Borders Marketing produces strategic, high-quality videos that tell your story and drive engagement. From planning and scripting to filming and post-production, we handle every stage with precision. Our team creates videos optimized for your audience and platform to elevate your brand and generate measurable results.



Product Shots



Video Brochures



Video Production



# AISEO/AEO

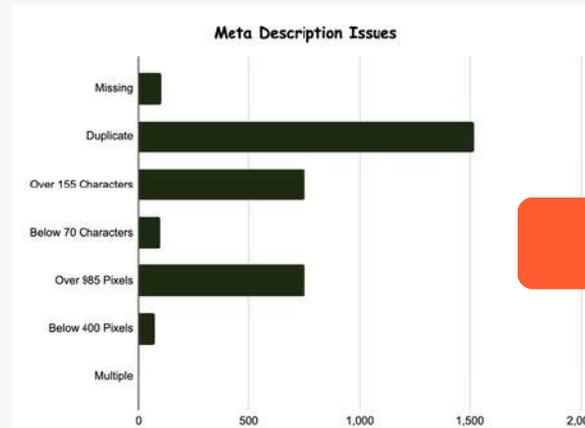
CLIENT  
Numerous

## SERVICES

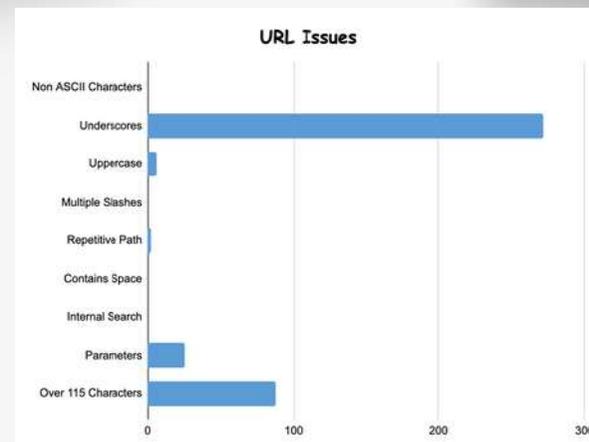
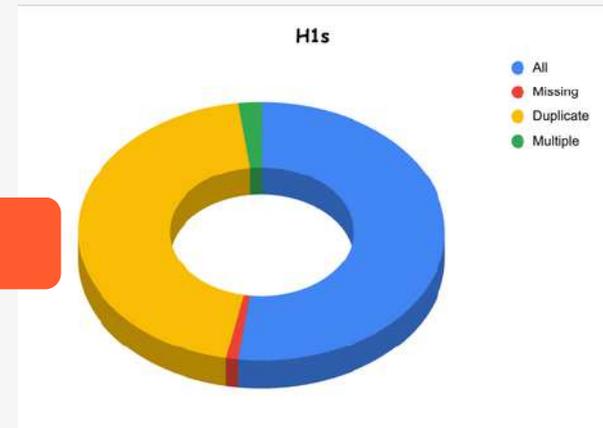
- Complete technical audit and schema implementation plan
- AI platform visibility establishment including AI crawler optimization
- Publication of targeted authority content pieces
- Programmatic SEO system implementation
- Ongoing maintenance and optimization
- Custom AI dashboard to track performance, rankings and conversion paths

## SUMMARY

Beyond Borders Marketing's AI SEO services help your business dominate the new landscape of AI-driven search. We optimize your digital presence so your brand, products, and expertise are recognized and recommended by LLMs like ChatGPT, Gemini and Perplexity. Through technical optimization, programmatic SEO and targeted authority content, we improve discoverability, increase qualified traffic and drive measurable conversions, all tracked in a custom AI performance dashboard.



AISEO & SEO audit



# Google Ads

CLIENT  
Numerous

## SERVICES

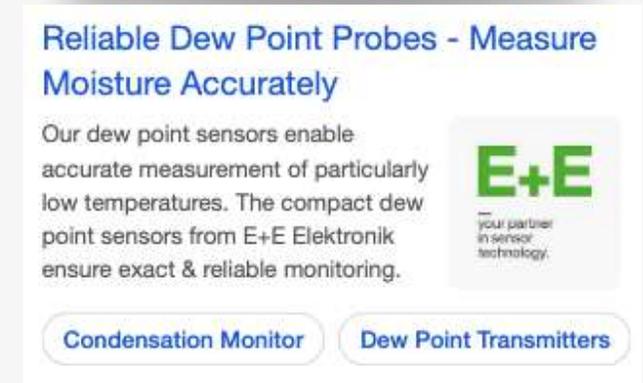
- Audience and intent targeting strategy
- Writing ad copy and creative messaging
- A/B testing of ad copy and creatives
- Conversion tracking and conversion rate optimization (Google Tag Manager, GA4)
- Budget pacing and reallocation
- Weekly/Monthly performance reports
- Strategic consulting for scaling and diversification
- Display ad design
- Video ad production and editing for YouTube

## SUMMARY

Beyond Borders Marketing designs and manages Google Ads campaigns that turn clicks into real business growth. We combine data-driven targeting with compelling ad creative and continuous optimization to improve ROI. From audience strategy and conversion tracking to A/B testing, budget management, and performance reporting, we ensure your campaigns stay efficient, effective and aligned with your goals.

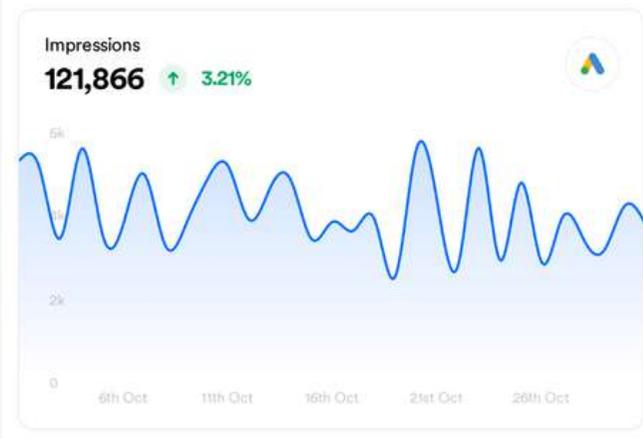


## PPC Ads

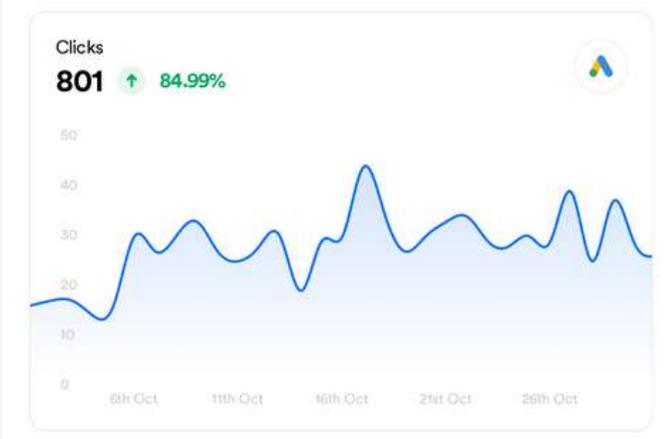


## Monthly Detailed Reports

### Impressions Summary



### Clicks Summary



# Crisis and Reputation Management

CLIENT  
Numerous

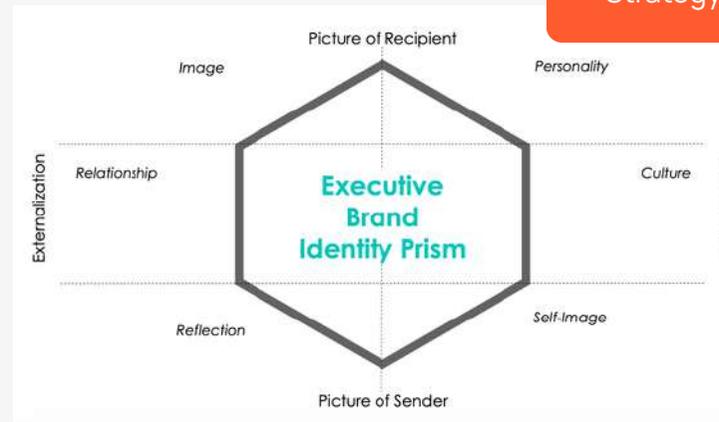
## SERVICES

- Customer messaging strategy, outreach and events
- Crisis and reputation management
- Executive visibility and leadership communications (profiles, speeches, interviews)
- Social media footprint and presence management
- Media training and public relations
- Investor relations and stakeholder communications
- Prospectuses & corporate announcements

## SUMMARY

When the message matters most, Beyond Borders Marketing partners with company owners and executives to manage high-stakes communications with clarity and confidence.

We help leadership teams earn trust among customers, investors and employees through thoughtful, consistent communication, especially when issues are most sensitive. Each engagement is handled with discretion and strategic insight, ensuring your message aligns with your company's vision and protects your reputation.



## Strategy Development



## Training Sessions



### Executive Reputation Management

**COLOR PALETTE**

#009999 #FFFFFF #000000 #FFFFFF

**SAMPLE ICONOGRAPHY**  
silhouette or outline

in [document icon] [microphone icon]

**FONTS**

Lato	<b>Lato [bold]</b>	<i>Lato [bold italics]</i>	Lato [Italics]
Lato Hairline	Lato Hairline [bold]	Lato Hairline [bold italics]	Lato Hairline [Italics]
<b>Lato Bold</b>	<b>Lato Bold [bold]</b>	<b><i>Lato Bold [bold italics]</i></b>	<b>Lato Bold [Italics]</b>

**SAMPLE SOCIAL MEDIA POST GRAPHIC STYLE**

**Where Do You Want to Go?**

THANK YOU FOR READING

**Beyond Borders  
Marketing**

MarketingBeyondBorders.com