

Shaping the future of modern sales

SALES STRATEGY • DIGITAL PRESENCE • QUALITY EXECUTION

Skaled is a B2B sales consultancy focused on helping organizations and the people that work there reach their full potential.

Digital Presence for Marketing Leaders

Intentional digital presence is the act of generating impact through meaningful dialogue with buyers and **connecting you to a network of potential business**. Our team of results-driven digital strategists help organizations compete in a digital-first world by **deploying an intentional and connected content strategy** to grow their audience and position their teams as industry thought leaders in the eyes of their buyers.

With over 15 years of experience, we help **marketing executives leverage their expertise** and intellect in the digital space to **take ownership of their digital brands** and drive business results. Whether your focus is on tying marketing efforts back to revenue or increasing brand reputation, we'll help you determine how digital best fits into your strategy.



Digital Presence Strategic Planning & Optimization



Content Development



Content Delivery and Activation



Audience Development and Engagement

The Skaled Approach

We believe that **strategy without execution is a waste and execution without strategy is inefficient**. To help organizations and the people that work there reach their full potential, you must combine a **modern sales strategy and intentional digital presence with quality execution**.

Standard Engagement

Phase 1

Formal Intake & Assessment

Our intake process ensures we understand your team & culture, target audience, and buyer journey to develop a plan that will amplify your digital presence and produce measurable results.

Phase 2

Tactical Planning & Execution

After establishing the goals of the engagement, together we'll map out a clear project roadmap.

Execution is where the bulk of the work happens. We'll work hand-in-hand with your team to implement a comprehensive digital presence strategy tailored to your goals.

Phase 3

Evaluate, Support, & Iterate

Our mission is one of service and performance. After execution and implementation, we'll routinely meet to evaluate success and iterate as determined.

Case Study & Testimonial

What we did

Skaled implemented content and audience development strategies to connect Evolved Media to their target audience, drive leads and build organic engagement.



EVOLVED MEDIA

Results in the first 2 weeks

2X

Post Views Doubled

19%

Audience Increase

15

New Leads

4

New Deals

\$45,000

In Closed Deals

86%

Engagement Increase

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The Skaled team mapped out a comprehensive strategy and helped us make much better use of our content in many new forms. They then showed us how to execute and optimize for our audience. The metrics popped right away and new business quickly followed. Skaled is the real thing.

Dan Woods, CEO, Evolved Media

Our Clients

Luminary

Juniper Square

EVOLVED MEDIA

NewsCred

Bolton LABS

Gsyncle

Creative Signals

altru.

textio

DO\$H