



Extraordinary Marketing for B2B Technology Brands

A New Kind of Marketing Agency

The Winders Group is a full-service agency and global marketing collective that delivers reliable strategy, high-quality content and performance-driven campaigns for B2B technology companies. TWG assembles and manages on-demand teams of specialized marketing talent to fulfill a wide range of strategic and tactical functions designed to drive awareness, leads and sales.

Our Services



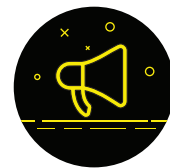
STRATEGY

Build the foundational brand positioning, product messaging and go-to-market plan to ensure your value proposition lands with customers.



CONTENT

Create a narrative to bring your brand to life with key messages mapped to quality content tailored to specific buyer personas.



CAMPAIGNS

Reach your audience with performance-driven demand generation campaigns across paid, owned and earned media channels.

“The Winders Group provided an outsourced marketing capability that produced what the division president of our Fortune 500 client partner called a “billion-dollar brand.”

David Saloff, EVP and co-founder, Transparent Health Marketplace

Results

domuso

TWG helped this innovative fintech payment platform grow from less than \$1 million to more than \$6 million in ARR in less than three years using demand generation, content marketing and event marketing.


cloudsimple

TWG positioned the innovative cloud computing startup and executed an integrated campaign that included HubSpot, events, PR and social media, leading to it being acquired by Google in 2019.

 **PubWise**

TWG helped the leading header bidding company launch its pioneering programmatic technology, raising supply and demand path optimization standards and generating industry-wide attention.

Clients

The Winders Group is proud to have represented these and many other exceptional technology brands operating in Fintech, Healthtech, Ad/Martech, Cloud Computing, including:

Pushly

tehama wireless

**NETBASE
QUID**

REACHMOBI


Transparent Health Marketplace™

ePIQ

egamio

choozle

FASTENER


MEASURED


Ad.net

pipedrive

Join the Group!

Whether you're a CEO with go-to-market needs or a VP looking to add a secret weapon to your marketing arsenal, TWG has got you covered. If you're an independent marketing professional with specialized skills you can add to The Group, we'd love to meet you too!