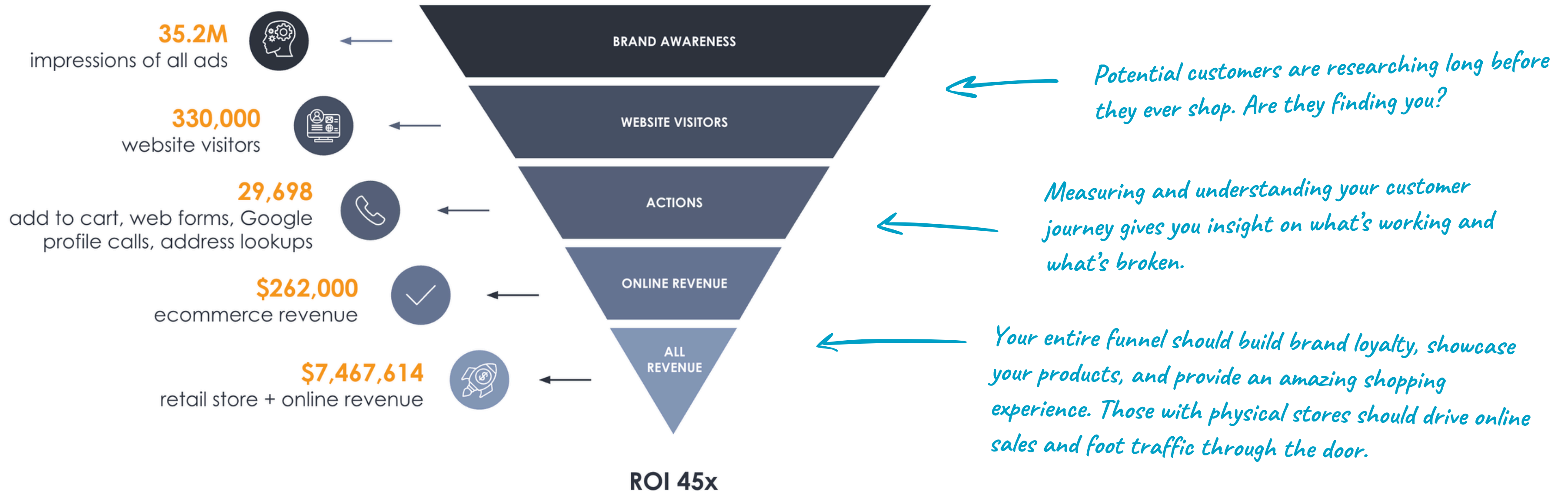


How Consumer Goods & Retail Companies Control Their Marketing Funnel

Control your funnel.
Build momentum.
Then go enjoy that
adult beverage.

Example Consumer Goods/Retail Marketing Funnel (real annual data shown)





The 3 Paddle Marketing System

“Growth happens when you put more paddles in the water. At Twin Creek, it's not just our 3 Paddle System that gets results, but the fact that our whole team is in the boat and ready to add momentum to your business. The combination is so powerful, gaining back time for owners and directors, while adding serious new revenue.”

James Shaw, CEO/Cofounder

twincreek**media**

*High priority items for
Consumer Goods & Retail Companies
are highlighted!*



Common Funnel Problems (and how to fix them)

If this is true...

 "Your website looks a little tired."

 "We post to social media but engagement is weak."

 "Sales only spike during promotions."

 "You don't know what marketing is working."

 "Customers know your products but not your brand."

 "One person does all the marketing right now."

 "Competitors are stealing our lunch."

 "Marketing feels reactive and last-minute."



Most companies don't have just one issue. Funnel problems tend to stack together over time – which is why random tactics rarely solve the bigger problem.

Grab some quick wins, then tackle the big momentum killers.



Do that

"Refresh homepage, product pages, and top-selling categories first."

"Get targeting right first, then boost (\$) posts with real people."

"Create reasons to buy beyond discounts."

"Install proper tracking before increasing spend."

"Build a stronger story around what makes you different."

"Stop relying on a marketing unicorn. Put more paddles in the water."

"Audit your competitors vs. your company. Modernize. Take it back."

"Build & execute a plan that drives online & in-store sales year round."

SPICINESS LEGEND

 = Easy
 = Medium
 = Harder but high impact



We're a good fit if you...

- Like the idea of gaining an instant marketing department
- Value loyalty (we don't work with your competitors)
- Don't want to pay commissions or markups on advertising costs
- Want a team that already gets results in your industry
- Love working with experienced people who don't need babysitting

→ 22 years in business
→ Local, national & international experience

→ 11-person Canadian team
→ Google & Meta Certified
→ Agency of the Year Winner

Kelowna, BC
Canada

Let's talk!
www.twincreekmedia.com
sales@twincreekmedia.com
1-888-835-1677

twincreekmedia 



"The experience has been phenomenal. My favourite part about working with Twin Creek is that they take my ideas, fit them within our budget, and then push them to a higher level."

—Ryan Olar, Fresh Air