

The Badon Hill Group Advantage

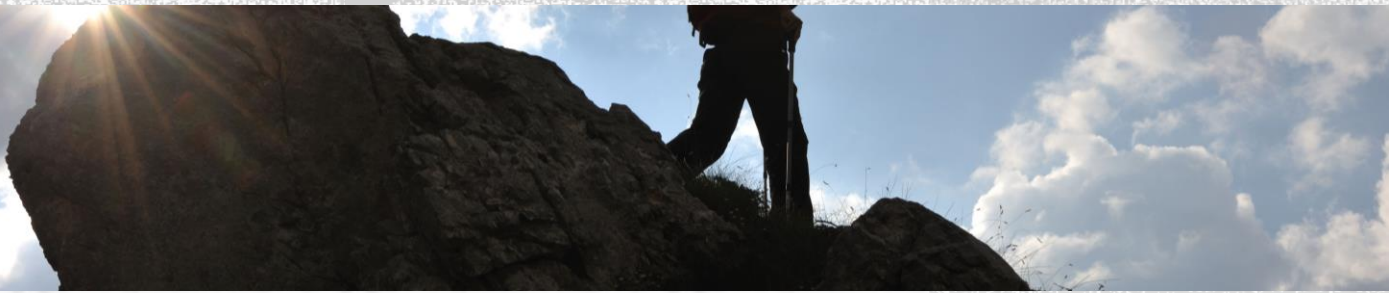
Climbing one hill at a time. Together.

Badon Hill Group
Badonhillgroup.com
425.229.2275



Badon Hill Group

You want to get on top. We want to help you get there.



Advances in marketing technology are changing how your customers become aware of and interact with your brand. The Badon Hill Group specializes in identifying your target customers, building a plan to reach them, and creating content that convinces them to trust you.

To make your brand stand out, we believe there are three critical elements to success. You must be authentic, highlight what makes you different, and use the right channels to reach your prospects.

To achieve this, the Badon Hill Group applies three principles to everything we do: non nocere, callidus, and dominium. We approach every project embracing these principles to achieve the right marketing programs, efficiently, using domain experts.

Read more about how we can be your guide on your next marketing journey. Let's climb a hill. Together.

When I think of David, I think of enthusiasm. He sees the market, knows where his product set fits, creates the message and OWNS IT.

Ethan Jones





Hills We Climb

Areas of specialty



The **Badon Hill Group provides a wide range of marketing & creative services.**

Marketing

- Customer Personas
- Account-Based Marketing
- Customer Journey
- Market Research
- Product Differentiation
- Marketing Strategy
- Go-To-Market
- Content Writing
- Search Engine Optimization
- Email Marketing
- Sales Enablement
- Sales and Customer Service Training
- Internal Process
- Human Resources Marketing

Photography & Videography

- Case Studies
- Testimonials
- Thought Leadership
- Live Events
- Internal Training
- Customer Training
- Day In The Life
- Demos
- Online Sales
- Videos for Social
- Podcasts
- Product Shots
- Box Shots
- Head Shots
- Architecture
- Culinary
- White label video production





Our Principles

What makes Badon Hill Group unique



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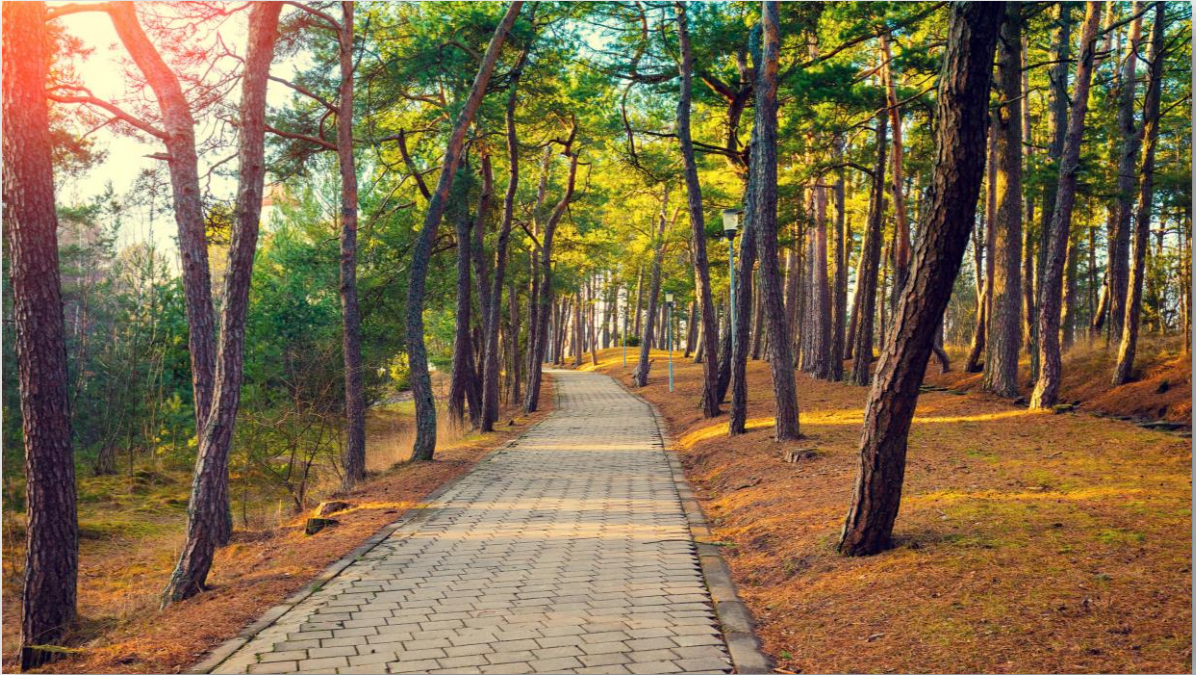


Non Nocere

Do no harm



**If it won't help you achieve your goals,
we won't do it.**



Do no harm

Whether your needs are small or large, our first principle is do no harm. We evaluate your requirements by asking ourselves, "Will this achieve your targeted outcomes?"

If we believe the scope of your needs won't get you to the top, we will advise you on the best route to take to differentiate, engage, and convert your audience.



Callidus

Be brilliant



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To get to the summit, you need to be agile.



Be brilliant

We adhere to startup principles in everything we do. To Be brilliant, **Badon Hill Group** makes sure everything created is scalable, we do more with less, we are crafty in our marketing approach, and most importantly, we have fun.

We love to see the completed solution, standing on the mountain top with you. The best part of reaching the summit? You can see the even bigger mountain awaiting on the horizon. We'd love to help you get there too.





Dominium

Domain expertise



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Our domain experts understand your business.



Domain expertise

Our principal consultant, David Obelcz, has more than 20 years of experience in product and marketing at startups, Fortune 100 enterprises, and his own business. His mantra has always been, "do what you do best and partner the rest."

Our team has vertical and horizontal expertise and a deep understanding of our offered services. We can leverage our network for additional resources to provide you with an end-to-end solution to your marketing challenges. From beginning to end, **Badon Hill Group** will guide you to the summit.



Let's climb a hill. Together.



Are you ready to climb to the top? The **Badon Hill Group** is ready to support your marketing needs. From project work for content creation to end-to-end marketing programs, we stand ready to be your first choice for marketing excellence.

Let's climb a hill.

Together.





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