



# CELEBRATING 15 Years of Sagefrog

Join us as we commemorate 15 years as an integrated marketing agency with a quick look at our most memorable milestones and moments.

## BASICS

### WHAT IS A SAGEFROG?



Sagefrog symbolizes the strategic wisdom of a sage, combined with the adaptable tactics of a frog.

### STRATEGY MEETS DESIGN

**MARK**  
Background  
Strategy  
In-house  
Consulting



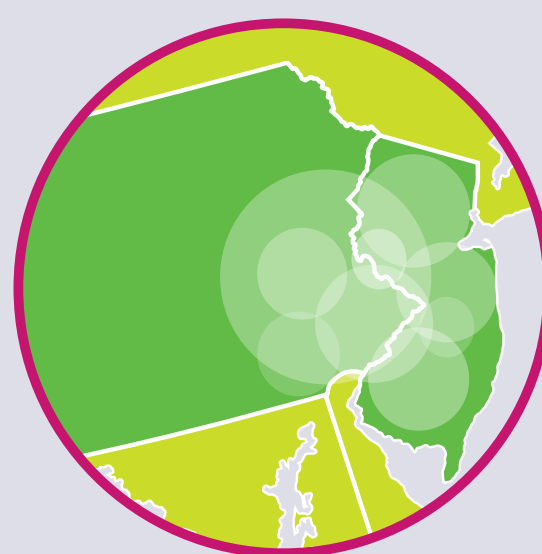
**SUZANNE**  
Background  
Creative  
Agency  
Design

### OUR MISSION

To accelerate client success through integrated marketing

### GEOGRAPHIC FOCUS

- Greater Philadelphia
- New Jersey
- Lehigh Valley



### Over the Years

2002

Founding of Sagefrog

2003

Introduced Branding Services

2004

Introduced Web Development Services

2005

Introduced Public Relations Services

2006

Released First B2B Marketing Mix Survey

2007

Hired First W2 Employee

2008

Partnered with Google; Launched Digital Marketing Services

2009

Launched New Sagefrog Website; Introduced Social Media Services

2010

New Doylestown Office (West Ashland Street)

2011

Google Trainer

2012

Partnered with Salesforce

2013

New Doylestown Office (62 East Oakland Ave)

2014

New Princeton Office; Release First Trusted Brands Survey

2015

Named a Top 10 Marketing Agency by Philadelphia Business Journal

2016

Launched New Sagefrog Website; Company Rebrand and Launch; Recognized by Philadelphia 100, 50onFire and B2B Awards

2017

New Philadelphia Office; Goldman Sachs 10KSB

## EXPERTISE

## 5 CAPABILITIES



**BRANDING**  
Brand Strategy  
Brand Identity  
Brand Launch  
Graphic Design



**DIGITAL**  
Website Development  
Organic Search  
Paid Search  
Email Marketing  
Video Marketing



**PR & SOCIAL**  
Public Relations  
Social Media  
Content Marketing  
Product Launch



**TRADITIONAL**  
Advertising & Media  
Direct Marketing  
Event Marketing  
Marketing Collateral



**INTEGRATED**  
Integrated Marketing  
Marketing Planning  
Marketing Analytics  
Marketing Automation

325 B2B CLIENTS SERVED

40% HEALTHCARE & LIFE SCIENCES

35% TECHNOLOGY & SOFTWARE

25% MANUFACTURING & BUSINESS SERVICES



JumpStart™ is our 7-step process for accelerated success. It's a top-down and step-wise approach driven by integrated optimization.



## ACCOLADES

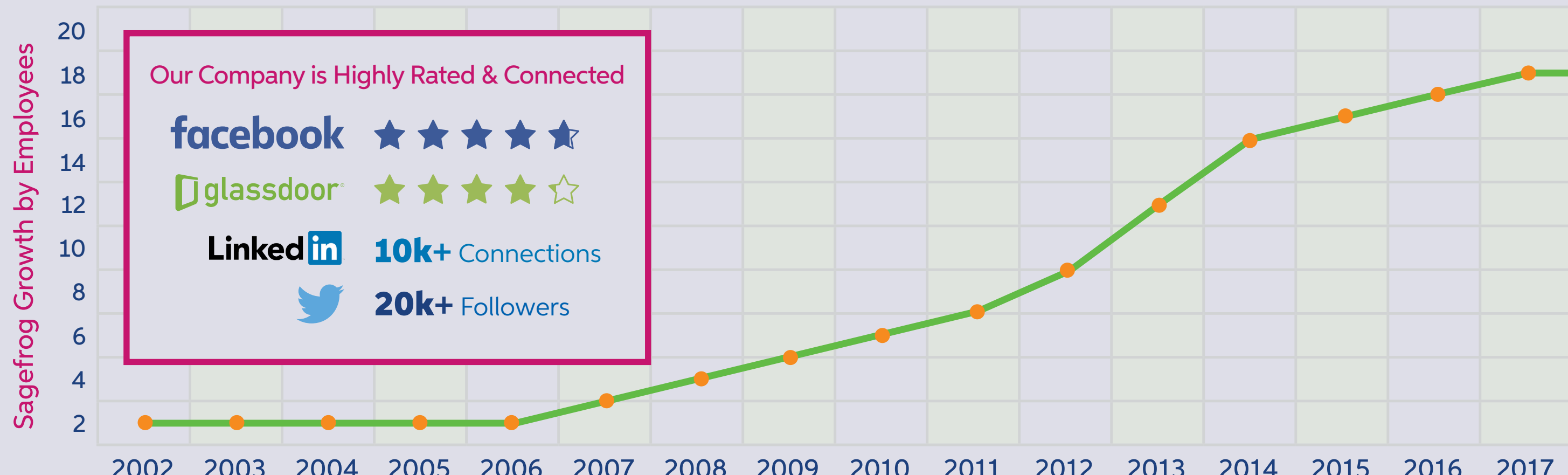
**EARNED 30+** Hubspot Certifications  
Agency Partner | Inbound | Inbound Sales | Sales Software  
Delivering Client Success | Content Marketing



50 ON FIRE IN PHILLY  
PHILADELPHIA BUSINESS JOURNAL

PHILADELPHIA 100

## COMPANY GROWTH



## FROG LIFE



YOGA EVENTS



HAPPY HOURS



BIKE RACE VIEWING PARTIES



MAKING OF SAGEFROG'S SESSION ALE



COMPANY LUNCHES & CULINARY CLASSES



CHARITY ACTIVITIES