

HOW WE WORK WITH YOU

We exist to see great companies, like yours, **reach their full potential.**

We come alongside you with an empathetic ear and friendly face to collaborate with your team to bring the most out of your marketing budget and workforce.

The challenges and opportunities of every business are unique, and so is our approach! We serve you to the extent that you need us, never advising you in a direction that shouldn't deliver a robust return on investment.

This isn't a one-size-fits-all approach.

You deserve a marketing plan that fits your business specifically, not a cookie-cutter approach that neglects your unique needs and potential.

Coaching

Our team is devoted to learning the latest in marketing best practices and promoting them among our clients. Enable your team to do their best work with guidance from a trusted friend and industry expert.



Implementation

If you need help putting your digital marketing plan into action, then get a little help from us to fill in the gaps. Where you need a project done, we are there to do it for you so you can focus on the business concerns that need your immediate attention and expertise.

Strategy & **Workshops**

- Digital Positioning Analysis
- Technical Growth Audit
- Brand & Messaging Workshops
- Product/Campaign Workshops
- Sales & Marketing Alignment & Coaching
- Platform Consulting

Growth **Marketing**

- Lead Pipeline Development
- Content Offers/Campaigns
- Paid Ad Management
- Sales Enablement & Automation
- ABM
- Prospect Management

Website Design & **Development**

- Strategic UX/UI
- Lead Generation
- Branding
- Wordpress & HubSpot CMS Dev
- Custom Builds/Integrations
- Technical SEO
- Hosting
- Maintenance & On-Going Services

HubSpot **Solutions**

- Onboarding & Training
- Email Marketing
- Contact Management
- Marketing Automation
- Custom Reporting
- Account-Based Marketing
- Predictive Lead Scoring

Ready to Grow?

The first step in building a relationship with Open Path is to [schedule a free consultation call](#). We'll sit down with you and get to know you and your business and explore how your industry expertise can intersect with our marketing knowledge to grow your business.

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