



**B2B**

Marketing  
Branding  
& Creativity  
for **GROWTH**



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# Feeling stuck & unable to grow?

Most B2B marketing misses the point.

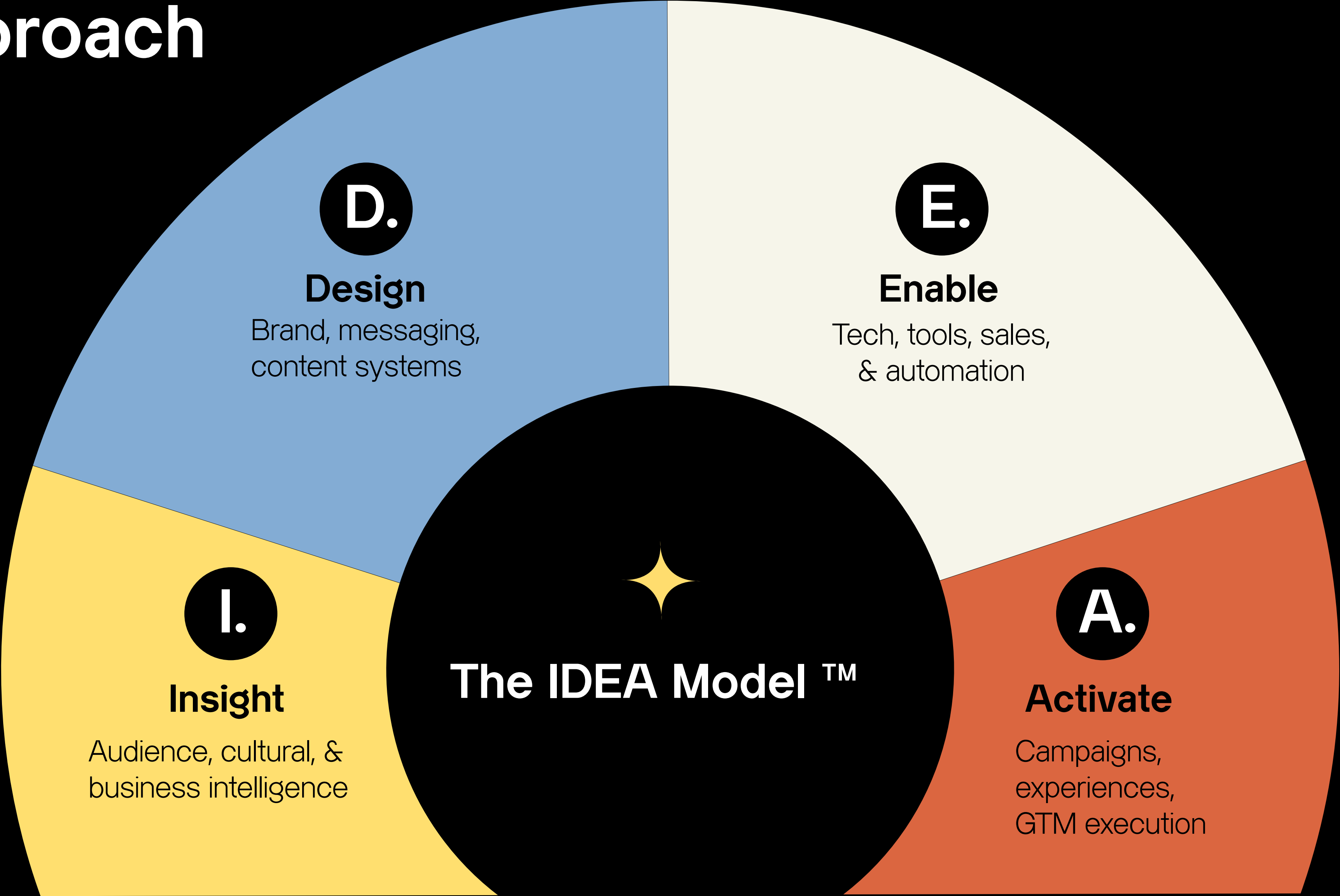
- Disconnected tactics: Random social posts, outdated brochures, complex manuals to explain new innovations
- Sales & marketing misalignment
- Generic, outdated brand experiences
- Overuse of AI without human insight
- No audience connection or strategic roadmap

**Let us help you overcome your challenges**





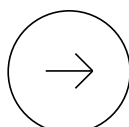
# Our approach



# Our focus

Technical, transformative sectors:

- Industrial & Engineering
- Service Businesses (Professional, Logistics, SaaS)
- Social and conscious companies
- Businesses with long sales cycles & complex decision-making
- Brands entering new markets or shifting positioning
- Leadership teams frustrated by disconnected marketing efforts



# How we can help?

At TIF, we deliver a powerful suite of strategically creative services, specifically designed for industrial and technical brands ready to level up.



# Our capabilities

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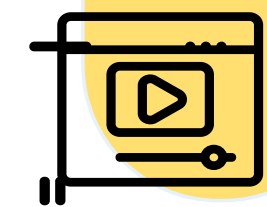
## Insight & Strategy

- Market, Customer & Competitor Audits
- Strategic Marketing Audit
- Cultural Intelligence Research



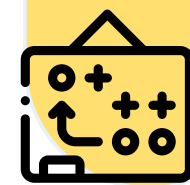
## Brand Innovation & Positioning

- Brand Identity Refresh
- Value Proposition & Narrative Development
- Design Systems, Brand Toolkits & Content Libraries



## Content & Creative

- SEO-Aligned Content Strategy
- Email Nurture Journeys
- Product Storytelling: Brochures, 3D, Video, Case Studies, Graphic Design



## Digital Marketing & Paid Media

- Paid & Organic Strategies
- LinkedIn, PPC, Retargeting Campaigns
- SEO, GEO, & AI-Optimized Content



## Marketing Tech & Automation

- CRM & Automation Setup
- Chatbots, Lead Scoring, Sales & Enablement Flows
- Dashboards & Reporting Clarity



## Growth Optimization

- CRO, Campaign Testing, KPI Reviews
- Funnel Optimization
- Growth Experiments & Mid-year Pivots

## Research Lab

Insight-driven market exploration, cultural intelligence assessment, and deep dives into how your audience thinks.

Perfect for companies exploring expansion or redefining their go-to-market.



# Brand Refresh & Innovation Program



When your brand needs a facelift with strategic depth, not just new colours.

We align your identity with today's audience, market trends, and internal vision.

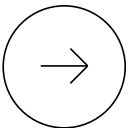
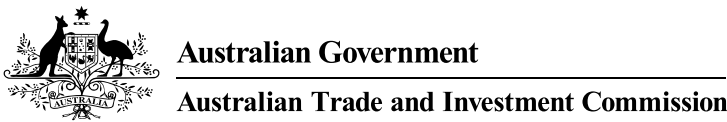
# Our brands

Spanning across  
**20 countries**

Delivered more than  
**500 projects**

Brands created  
**100 brands**

Game-changing expertise  
**10+ years**





# Creative Studio

From tech-spec-heavy brochures to 3D product visualisations, we turn your industrial value into visual storytelling.

We make complex, outdated, or clunky feel clean, modern, and exciting.





# Audiovisual Portfolio

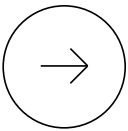
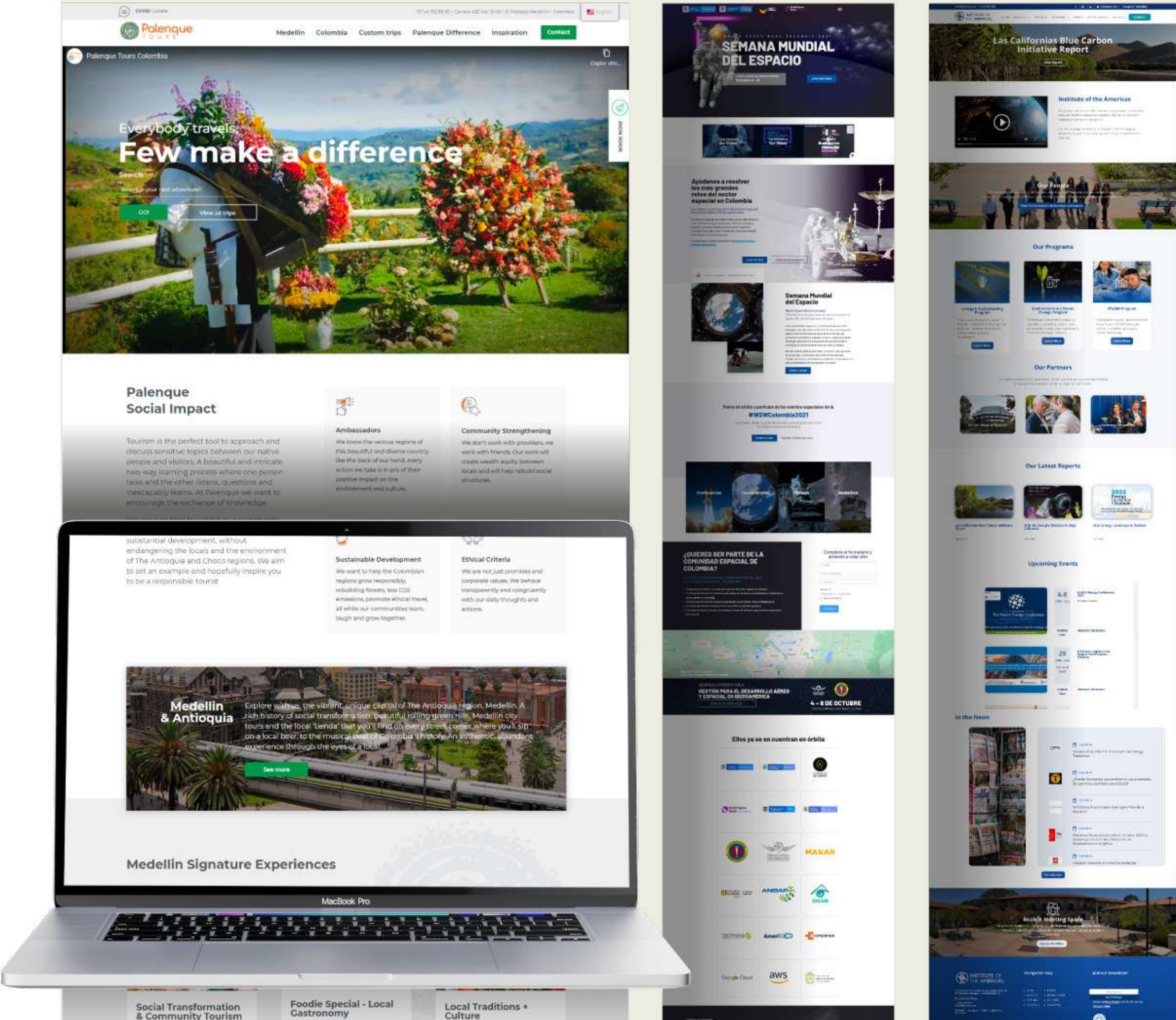




# Growth Marketing & Digital Positioning

We turn industrial marketing into a revenue engine.

Our Growth Framework aligns every digital channel with your sales process to build visibility, attract qualified leads, and position you as the industry leader.





# How does it work?

Discover the most flexible, scalable, and budget-friendly way to achieve your sales & marketing goals.

## Partnership



- We become your marketing team.
- You won't have to worry about micromanaging day-to-day marketing activities.
- We plan with you, handle the execution, and consistently report results.

## Project



- Brand Refresh
- Audits & Research
- Digital Marketing
- UI/UX design
- Web Development
- 2D/3D videos
- Creative studio
- Graphic Design

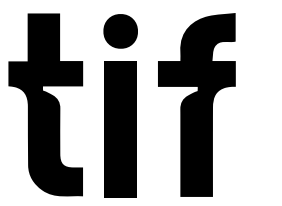
## Consultancy



- Perfect for businesses seeking expert insight into their sales, branding, or communications strategy.
- Ideal when you need high-impact, focused support without a long-term commitment.



# Working with us



We don't follow cookie-cutter models. Every strategy is built from insight and shaped by deep understanding of your culture, context, and customers.

- **Life-Cycle Mapping**

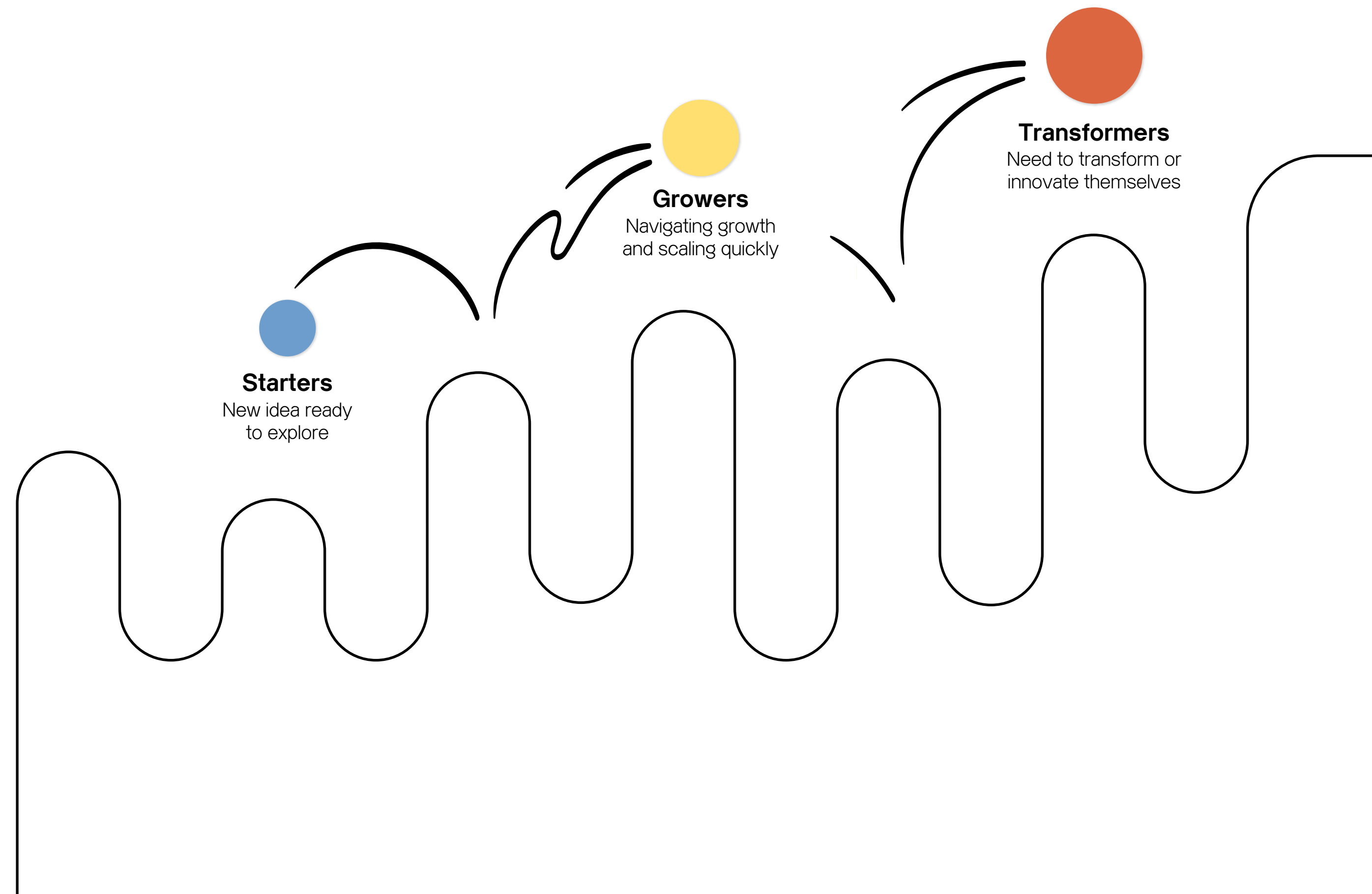
We assess your brand's business and marketing maturity to define tailored roadmaps that align with where you are; and where you're going.

- **Strategically Creative**

Our work doesn't just look good: It's bold, purposeful, and engineered to provoke action.

- **We speak the language of B2B sales**

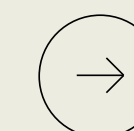
With deep experience in complex, high-stakes selling, we bridge the gap between marketing and sales.



# Case Studies

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Real results for real companies





*Real results for real companies*

## Industry:

Manufacturing & Engineering

## Challenge:

Scale a highly technical product for global consumer and commercial markets

## What we did:

- Full strategic rebranding
- Category segmentation (B2B/B2C)
- SEO, CRO, CRM setup
- Global go-to-market messaging
- Sales & marketing alignment

## The results:

- 300 leads/month
- Page 1 Google positioning (avg. 1–5)
- 2 new category brands launched (Revolva & Spinsy)
- CRO uplift: 3.2% - 5.78%
- 31% traffic growth (3 months)
- 12-month partnership extension requested

 **AUSTRALIAN TURNTABLES**

**REVOLVA**

 **Spinsy**



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*Real results for real companies*

**BEFORE**  
**Railquip, inc.**  
Transportation Machinery & Equipment Specialists

**AFTER**  
**IF RAILQUIP**

## Industry:

Rail Equipment & Industrial Engineering

## Challenge:

Modernize and reposition a legacy B2B brand in the U.S. rail sector while driving digital and commercial growth.



## What we did:

- Brand refresh & identity update
- Website redesign with SEO and conversion focus
- Content strategy to balance technical depth with customer clarity
- Digital demand generation & lead funnel setup
- CRM and automation implementation
- U.S. market reintroduction with a fresh positioning strategy

## The results:

- 20% increase in qualified leads in 90 days
- 62% increase in organic traffic
- Bounce rate dropped from 63% to 48%
- Redesigned site reduced customer inquiry friction by 40%
- Generated strategic interest from new rail partners across 3 states



*Real results for real companies*

## Industry:

Mining & Industrial Innovation

## Challenge:

Reposition a global mining leader with a bold branded experience that challenges industry norms and highlights Orica's commitment to sustainability, technology, and the future of mining



## What we did:

- Full creative concept and branded event strategy
- Visual identity and campaign rollout across digital and physical channels
- Experiential design with live art interventions
- Integrated PR, paid media, and sponsorship plan
- Onsite production, partner branding, and post-event follow-up ecosystem

## The results:

- 2M+ reach in one month via paid digital content
- +800 organic LinkedIn followers in a month
- 10% organic engagement rate across channels
- 15M+ traditional media impressions
- 92% rated NPS survey





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