



Calling CMOs and CIOs

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**Blazon Interactive Group repositions for growth
to help companies improve their digital marketing procurement**



Blazon Interactive Group (BIG) a successful digital marketing solutions agency serving brands across the U.S., is moving to a new business model aimed at helping companies streamline agency and digital services procurement.

“Finding the right agency partners is time-consuming and stressful, and making the wrong decision can be devastating to a business,” says Tim Reeder, founder of Blazon Interactive Group, “Blazon takes the stress and uncertainty out of the process by matching your organization’s needs to best-in-class marketing and technology firms.”

At any given time, CMOs and CIOs may be trying to solve for a multitude of marketing and technology challenges: brand identity, web design, user experience, content strategy, media planning, email marketing, social media, lead generation, data and analytics,



application development, software platforms, cyber security, and more. BIG's network of best-in-class affiliates consult, produce, and service *all* those disciplines, and more. Blazon saves you time, money, and significantly mitigates your procurement risk by introducing you to vetted, industry- leading agency partners. **And we do it at no cost to you!**

“BIG made the often-arduous process of sourcing a reliable agency simple by getting to know our business, helping us define project scope, and introducing us to an agency that was perfectly suited to be our partner,” says Mark Capalbo, COO of Shades of Green. “Best of all, BIG’s service didn’t cost us a penny!”

Tim Reeder, Founder and Owner of Blazon Interactive Group, had an epiphany during the depths of the Covid-19 lockdown. As a two-time agency owner and a long-time marketing technology leader, Reeder has worked with some of the best designers, developers, technologists, and agencies in the country. He knows firsthand how difficult it is for companies to find agencies and technology service providers that will keep promises, deliver solutions on-time, provide great service, and ultimately become trusted partners.

That’s when the epiphany hit: “I have the rare ability and opportunity to be the conduit that connects some of the very best agencies and technology providers in the country to companies that need their help,” says Reeder. “I see it as a true win-win for all parties involved ... and that’s inspiring.”

BIG works directly with CEOs, CMOs and CIOs to understand their marketing technology challenges and the specific problem they want to solve. Then BIG matches those needs to the appropriate agency and makes the connection.

The service is completely free to companies. Agencies and technologists in BIG’s network provide a commission to BIG once they begin working for a company.

“If you’ve ever been tasked with sourcing a marketing or technology firm for an important initiative, you know what a mountain that can be to climb – it can take months,” says Reeder. “It’s costly, stressful, and in the end you can still get burned. BIG matches your requirements to vetted agencies most likely to provide the best fit for your needs.”

Contact Blazon Interactive Group to start the process today. We can’t wait to hear from you!

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