

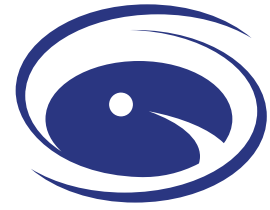
# Marketing Agency

in Minneapolis – Minnesota

Since 1998

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**Technology  
Industry**



cazarin  
INTERACTIVE





cazarin  
INTERACTIVE

**Cazarin is for businesses  
who need a collaborative  
full-service marketing  
partner to lift up their  
brand and grow sales.**



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# We Work by these Core Values

## **We Have Integrity**

We deliver projects on-time and within budget by being honest with our clients and ourselves.

## **We are Committed to Quality**

We give each project the attention it needs to do the work right the first time. Not taking shortcuts, and holding work to a higher standard—that's our approach.

## **We Value Relationships**

We succeed when our clients succeed. We establish relationships with clients that go beyond the task at hand, and help them solidify their future.

## **We Operate with Vision and Purpose**

We begin by jointly establishing clear goals and achievable objectives for our clients. The best results come through a mutual investment in not only what we do, but how we do it.

## **We Value Collaboration**

We treat our clients as true creative partners. By working together to define our conceptual direction, we create unique and personalized solutions that reflect the working styles of our clients. We call this process Marketing Fusion.

## **We Create a Great Atmosphere for our Employees**

Fostering an engaging work environment for our team allows us to deliver the best possible results for our clients.

## **Our Vision.**

To be the premier marketing agency known for our loyal relationships, achieving results, and exceptional culture.

## **Our Mission.**

To create a higher standard in marketing service relationships.





# Helping **Technology Companies Thrive!**

## **Technology Company Marketing is Different – And So Are We!**

We know what works in B2B and B2C marketing. We also know what works in technology marketing. With our value-added approach, we set the pace with responsive techniques to plan, design, and execute targeted strategies that speak directly to your customers. Cazarin Interactive develops specific marketing programs and solutions that improve business outcomes; from awareness, to lead generation and sales conversions.

Market research and competitive analysis are essential for any Technology business to achieve success. By understanding the

- Current industry trends in their specific field
- Consumer behavior, and artificial intelligence
- Competitors' offerings

We can craft a targeted and competitive strategy. By staying informed of industry trends and utilizing a competitive analysis, your business can stay ahead in the ever-changing market.



# Case Studies



## Success Stories – customers who have experienced Marketing Fusion.

Cazarin offers a creative, and technological solutions that catapult brands and increase sales.

TRAMONTO<sup>™</sup>  
CIRCUITS



Social Media Followers  
increased by

**100%**

in 3 months

tracenze



Leads increased by

**100%**

in 6 months

pointnorth<sup>®</sup>  
networks, inc



Leads increased by

**50%**

in 6 months





## Case Study



### THE CLIENT | Tramonto Circuits

As a turnkey global provider of high-quality flexible and rigid printed circuit boards, Tramonto is a premier leader in circuit and PCB manufacturing. Their electronic board assemblies provide necessary components for transportation, aerospace, and general manufacturers as well as life saving technologies used to maintain climate control for organ transplants. Known in the industry for outstanding quality, product durability and exceptional customer support, their reputation is backed by the feedback from their many customers.

### CLIENT CHALLENGES | Promoting Their Quick Product Turnaround

When Tramonto Circuits reached out to Cazarin, their main concern was that their

website lacked a user-friendly interface that did little to highlight their competitive edge; their quick turnaround time, fast delivery, and high-quality products/services ratio. They also needed a secure method for clients to upload circuit design files when submitting an online assembly request.

### SOLUTIONS | Scope of Work

- Brand Identity Refresh
- Creative Advertising
- Logo Development
- Content and Video Creation
- Brand Style Guide Updates
- Social Content
- Web Development
- Digital Brochure
- Client Archive Portal
- Ad Campaign

### THE IMPACT | Real Results

↑ **466.7%**

Increase In  
Conversions

↑ **265.6%**

Increase In  
Conversion Rate

↑ **466.7%**

Decrease In Cost Per  
Conversion

↑ **236%**

Increase In Organic  
Search Clicks

↑ **250%**

Increase In Organic  
Search Click-  
Through-Rate



**Increased  
RFPS**

↑ **100%**

Increase In Monthly  
Lead Generation



## Case Study

# tracenze

### THE CLIENT | Tracense

Tracense is a technology company seeking to secure better, everyday life for all of humanity through their vapor-based electrochemical sensors. Capable of identifying a large variation of chemical families, Tracense' pioneering technology senses and analyzes explosive compounds. Safeguarding government buildings, embassies, and consulates, their mission is aimed at preventing present and future threats and dangers to humanity in industries across the globe.

### CLIENT CHALLENGES | Enter the U.S. Market Proved Challenging

Based in Israel, Tracense wanted their technology available in the U.S. marketplace.

Even with product success globally, Tracense was having difficulty breaking into the United States market and approached Cazarin Interactive to create a dynamic strategy to help build their infrastructure.

### SOLUTIONS | Scope of Work

- Brand Messaging and Positioning
- Website Design and Development
- Marketing Collateral – Brochures / PDF
- Consumer Research
- Video Creation
- Product Video Library

### THE IMPACT | Real Results

↑ **100%**

Increase – RFI's



Lead generation  
Increase



Product  
Demonstrations Up



Web traffic Up in  
less than 3 months  
of launch





## Case Study



### THE CLIENT | Point North

Point North is a leader of IT services headquartered in Inver Grove Heights, MN – offering customized solutions to a multitude of industries. Point North seeks to listen, customize, and solve. We are helping them secure their goal of becoming the regional leader in full service Managed IT, including on-prem IT management, local cloud services, and IT Security services. They have been a valuable client over the past 20 years.

### CLIENT CHALLENGES | Develop a Brand Message

We spoke with Point North's president, Brian Emerson who founded the company in 2005. "We needed a partner that understands our business. We also wanted a full-service marketing company, not just a single web

designer." After hearing that the top needs of our client was messaging and marketing, we decided to focus on an all-encompassing marketing strategy to develop a brand message and analysis that led us to do a rebranding of the company. Our strategy included aspects such as web branding, social media posts, and email campaigns.

### THE CAZARIN APPROACH | Branding, Web Design, and Maintenance Support

The 3 main services we have used to market Point North during our business partnership include branding, web design, and maintenance support which allowed them to streamline their process. They don't have to worry about marketing and website updates anymore because our team takes over these tasks.

### THE IMPACT | Real Results

#### ↑ Rank Higher

Helped them rank higher in Minneapolis /St Paul area for 15 keywords

#### ↑ 100%

Increased web traffic by 100%



# Affordable Services



**Branding**



**Strategic Planning**



**Website Design and Optimization**



**Marketing Materials to Support the Sales Team**



**SEO (Search Engine Optimization)**



**SEM (Search Engine Marketing)**



**Multi-channel Social Marketing Campaign**



**Cold Email Campaign**



**Marketing Automation**



**Web Nurturing**



# Why Cazarin Interactive?





## We become part of your team.

Marketing Fusion™ is Cazarin's application approach and service to help companies that usually can't afford an agency. Create affordable Marketing strategic campaigns to reach tangible results.

**Cazarin's goal  
is to become  
the marketing  
extension of your  
company.**



**cazarin**  
INTERACTIVE

*Reach. Connect. Engage.*





# Marketing Team Bio Talent Review



- CMOs
- Project Managers
- Designers
- Programmers
- Marketing Automation
- Professionals
- Digital Marketers
- Certified Google Experts
- Certified SharpSpring
- Managers
- Social Media Experts
- Marketing Strategists



# Technologies We Use





# Digital Channels We Use

**facebook** Ads

 Google Ads

**Linked in**

 Instagram

 Pinterest

**twitter** 

 Tiktok

 Threads

 YouTube

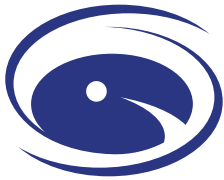
 Affiliate AD Network

 Cold Email Marketing

 SMS

 Demo

 Webinar



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