



MARKETING  
*ACCELERATED*

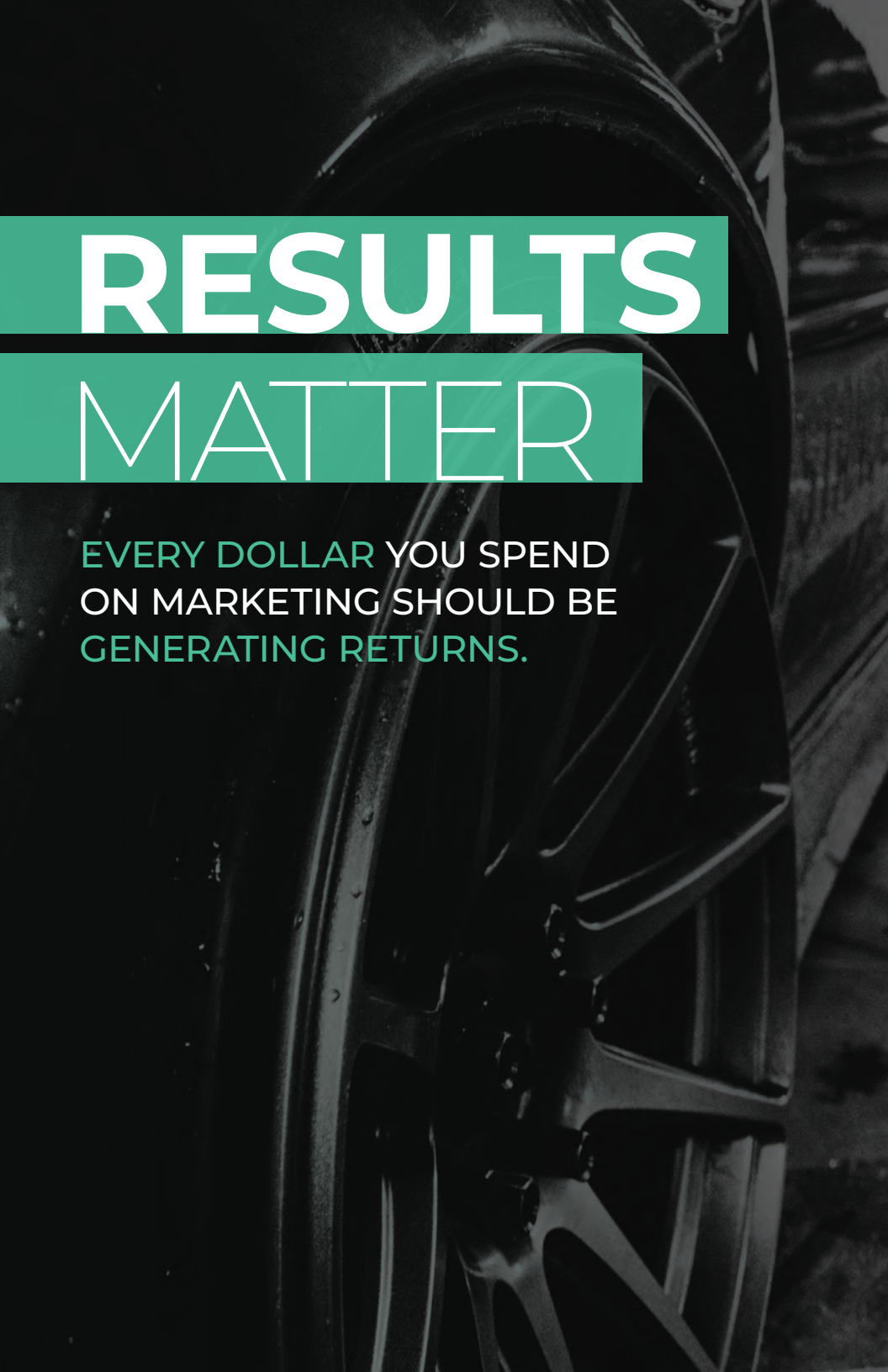
# A PROVEN APPROACH TO **DRIVING SALES & BRAND GROWTH**

PERFORMANCE IS OUR PRIORITY.  
**RESULTS ARE OUR PROMISE.**



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A close-up, black and white photograph of a car's alloy wheel, showing the spokes and the tire. The wheel is the central focus of the left half of the page.

# RESULTS

# MATTER

EVERY DOLLAR YOU SPEND  
ON MARKETING SHOULD BE  
GENERATING RETURNS.

IF YOU'RE NOT GETTING THE  
RESULTS YOU WANT, YOU NEED

**GREEN**LIGHT

A full-service marketing  
agency specializing in all  
things automotive, we  
know just what you need to  
take your brand – and your  
revenue – to the next level.

Your single-source for all things marketing,  
Greenlight offers a comprehensive suite of  
support services customized to your sales  
and brand growth goals.

Mixing industry knowledge, creativity and  
technology, our only goal is helping you  
surpass yours.

ABOUT US

# DRIVEN BY PERFORMANCE

GREENLIGHT MARKETING IS A FULL-SERVICE  
MARKETING AGENCY DRIVEN BY **METRICS,**  
**KPIs AND ROI.**



**Harnessing the power of data, we use proprietary technology and decades of experience to plan, implement and optimize the perfect campaign for your needs.**

And we have the statistics to back it up – our attribution model will show you where every dollar of your marketing spend is going – and how it's working.

Best of all, we work as an extension of your brand. You'll have a single point of contact for all things marketing related and we're always just a call, email or text away.

# Greenlight Marketing is agile.



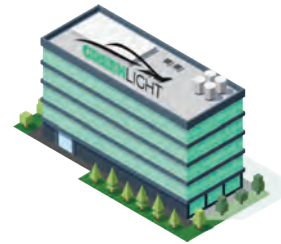
**50+**  
Dedicated  
Employees

**With a team of more than 50 dedicated employees (not freelancers) we ensure that every client benefits from the expertise of our in-house subject matter experts.**

This structure allows us to consistently deliver a high-level of service, tailored to meet your unique needs and goals. Unlike outsourcing, our approach fosters collaboration, accountability and a deeper understanding of your business. This commitment drives everything we do and sets us apart in delivering exceptional value to our clients.

As a full-service agency, we have the in-house capabilities to serve as your Agency of Record, and the flexibility to fill marketing gaps.

We are not a one-size-fits-all agency. Our services are customized to fit the needs of each company we serve.



**30** Years in  
Business

**With 30 years of experience, Greenlight operates as a division of Gragg Advertising, a leading marketing agency based in Kansas City.** We pride ourselves on accountability and transparency in every aspect of our work. Our approach is built on expertise, efficiency and financial stability—qualities that marketing and business leaders value most.



**95%** Retention  
Rate

**We're proud to have a 95% client retention rate, a testament to the trust and relationships we've built over the years.** Our clients choose to stay with us not just because we deliver results, but because we genuinely care about their success and go the extra mile to help them grow. We are committed to a lasting partnership. When our clients succeed, we succeed.



## At Greenlight, we know success takes a team.

At our Kansas City-area headquarters, every member of our high-performing pit crew plays an important role in ensuring we explore all possibilities for our clients. At the end of the day, it's about getting our clients the biggest bang for their buck.

Combining the power of experience with innovation, we spot opportunities others may not, allowing us to position you for maximum impact, every time. No matter how hard your current marketing is working, Greenlight will take you to the next level.

We are committed  
to driving results  
and exceeding your  
expectations.

SERVICES

# WHATEVER IT TAKES

IF IT INCREASES YOUR EXPOSURE,  
IMPROVES CONVERSIONS OR MAXIMIZES  
SALES, **GREENLIGHT IS YOUR PARTNER.**



**Greenlight offers a comprehensive range of services to help you fuel growth and hit your goals.**

We start with a customized strategic plan and find the perfect mix of channels to help you reach your goals.

Using an integrated approach and a growth mindset, we're constantly on the lookout for new and better ways to help you reach and convert your targets. We make sure every piece of marketing amplifies the others, to maximize ROI.



## Digital Marketing




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SEARCH ENGINE OPTIMIZATION  
 PAY-PER-CLICK/SEARCH ENGINE MARKETING  
 SOCIAL DISPLAY  
 SOCIAL MEDIA [CONTENT] MANAGEMENT  
 CONNECTED TV / DIGITAL VIDEO  
 DIGITAL RADIO  
 EMAIL / TEXT MARKETING

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## Traditional Marketing

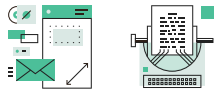



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BROADCAST & CABLE TELEVISION  
 DIRECT MAIL  
 OUTDOOR / BILLBOARD  
 RADIO

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## Production & Creative



BRANDING / IDENTITY / LOGO DESIGN  
 CONCEPTING & STORYBOARDING  
 COPYWRITING  
 FILM EDITING  
 GRAPHIC DESIGN  
 MESSAGING & CREATIVE STRATEGY  
 SCRIPT WRITING  
 TALENT COORDINATION  
 VIDEOGRAPHY INCL. DRONE FOOTAGE

## Analytics



PROPRIETARY SAAS FOR 24/7 PERFORMANCE TRACKING  
 DATA ANALYSIS AND REPORTING  
 CONSTANT OPTIMIZATION BASED ON ACTIONABLE INSIGHTS

- ANALYSIS BY MEDIA CHANNEL
- CUSTOM METRICS AND KPIS BASED ON GOALS/CHANNELS

## Media Services



**From research and planning to execution and renewal, Greenlight's media specialists are experts across all platforms, including digital and linear media.**

An extensive network of regional and national media connections allows us to maximize your advertising budget, giving you the best reach for the best price.

# The Marketing Funnel: Your Roadmap to Success

**From the time they first discover your brand through purchase and beyond, the marketing funnel is the journey your customers take.**

It takes many touches from a variety of marketing channels, each with their own purpose. Some drive brand awareness, others build loyalty and some drive immediate sales. And you need to understand how they all work together to achieve your goals.

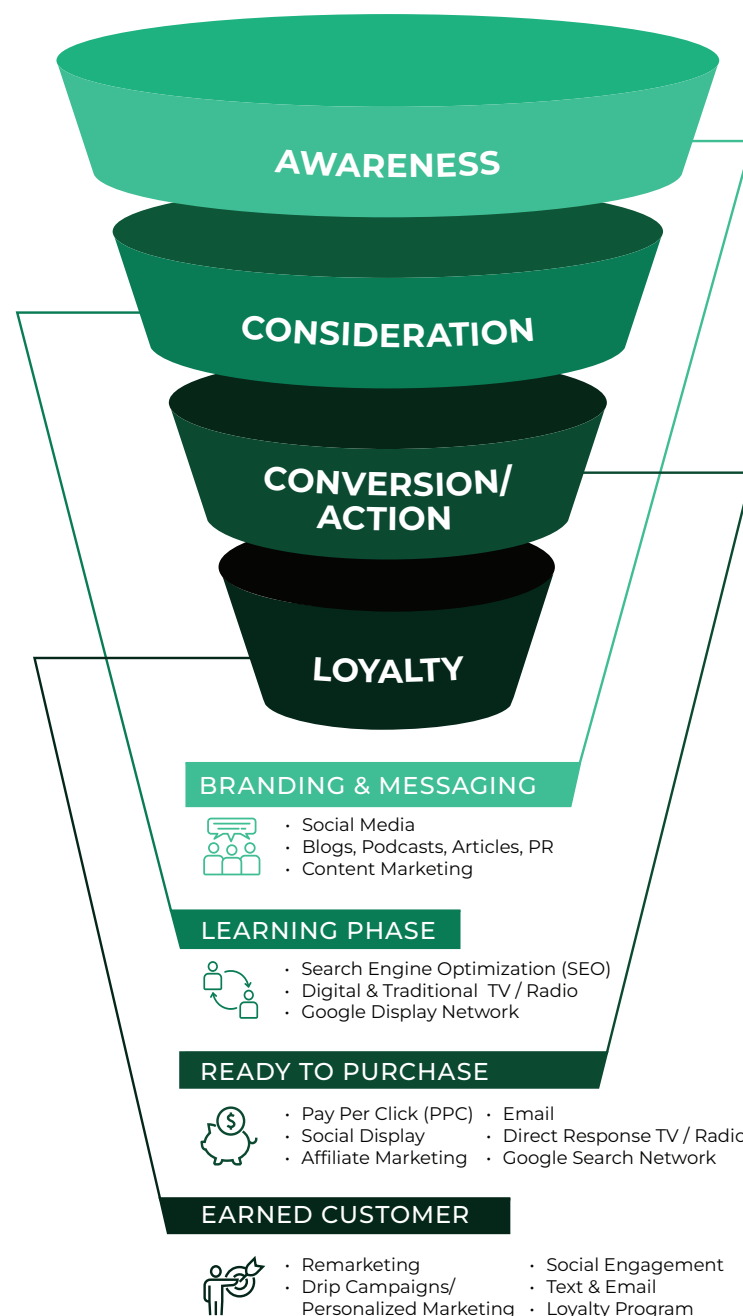
For example, if you're a wheel manufacturer looking for quick sales growth, pay-per-click (PPC) advertising with its quick results is your best bet. For long-term success, search engine optimization (SEO) is one of the most effective channels available, but it's a slow burn. However, when combined with PPC, it creates a balanced strategy that drives both immediate and sustained growth. Depending on the product, social display advertising can also be a strong driver of quick sales.

Every client's needs are different. If your goal is to build top-of-mind awareness, so your customers think of you when they're ready to buy, you need a strong brand strategy backed by compelling creative and content.

## The Key to Success: An Integrated Marketing Strategy

**No single channel will make or break your business, but the right mix—aligned with both short-term and long-term goals—will set you apart.**

At Greenlight Marketing, we specialize in creating customized marketing strategies tailored to your goals. Whether you're looking for rapid growth or long-term brand dominance, we'll help you navigate the road to success.





# LET'S GET STARTED

Don't settle for "good enough" when great is an option. Greenlight Marketing can ignite your marketing and elevate your brand to the next level.

**Contact us to get started.**

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(816) 601-1956  
[info@greenlightmarketing.com](mailto:info@greenlightmarketing.com)

[GREENLIGHTMARKETING.COM](http://GREENLIGHTMARKETING.COM)

