



MARKETING  
*ACCELERATED*



*A NO-NONSENSE  
APPROACH TO  
DRIVING SALES &  
BRAND GROWTH*







# RESULTS

# MATTER

PERFORMANCE IS OUR PRIORITY.  
RESULTS ARE OUR PROMISE.

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 that specializes in all things automotive, we know just what you need to take your brand – and your revenue – to the next level.

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.



**Driven by 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.

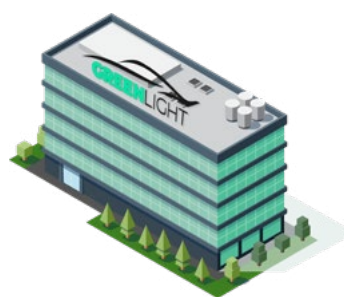
As a full-service agency, we have the in-house capabilities to serve as your Agency of Record, and the flexibility to fill marketing gaps. We are not a one-size-fits-all agency. Our services are customized to fit the needs of each company we serve.



## 50+ Dedicated Employees

With a team of over 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 deliver a consistently 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.



## 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 their businesses grow. When they succeed, we succeed—that's the partnership we're committed to.



With a combined 100+ years in marketing leadership, the Greenlight team takes a no-nonsense approach to driving sales and brand growth.

It takes a team. It's not about the individual. It's about the efforts of the many. With more than 50 employees at our Kansas City area headquarters, each of our experienced marketers plays an important role in ensuring we explore all possibilities on behalf of our clients. At the end of the day, it's about getting our clients the biggest bang for their buck.

**Our team is committed to driving results and exceeding your expectations.**



SERVICES

MARKETING  
THAT DELIVERS

**MEASURABLE**

**RESULTS**



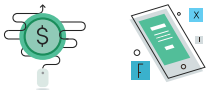
# Greenlight offers a comprehensive range of services to help you fuel growth and hit your goals.

We start with a strategic plan and find the perfect mix of channels to propel your brand forward.





## Digital Marketing



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

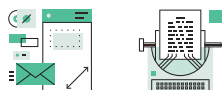
## Traditional Marketing



- 
- BROADCAST & CABLE TELEVISION
  - DIRECT MAIL
  - OUTDOOR / BILLBOARD
  - RADIO



## 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

Research, planning, rate negotiations and execution across all media platforms, including digital and linear media. Average of 50% of rate card paid in 2024; average of 20% in added value in 2024.





# 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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