



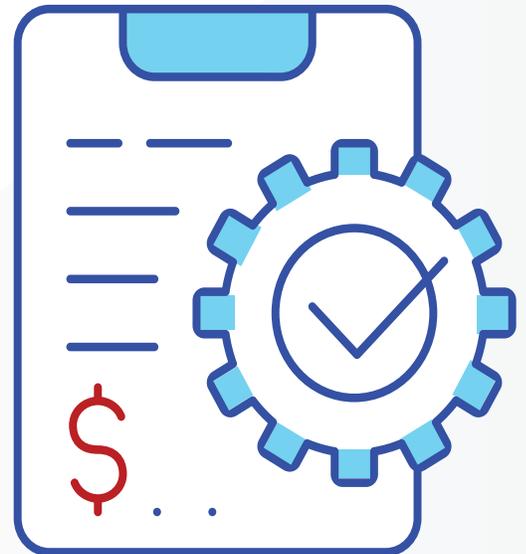
► INTEGRATED MARKETING SOLUTIONS

For Healthcare Companies, Marketing Is Growth.

When it's not done well, you operate at a disadvantage, missing opportunities to capture market share and revenue. Succeeding requires a focused strategy that integrates a unique set of marketing skills with healthcare knowledge. While many marketing firms offer an array of tactical services across multiple industry verticals, Canton & Company goes further, focusing exclusively on healthcare businesses and combining deep industry intelligence with in-the-trenches marketing experience to deliver winning solutions that grow your business. **Smart.**

Client Philosophy

Simply put, we're passionate about engaging your most important audiences and creating amazing experiences that drive growth. We also understand the needs of our clients can vary greatly. Some organizations require full outsource services, while others may need a certain piece of the puzzle, like a content strategy, social media support, or help developing a client experience program. Some benefit from significant investments in upgraded branding while others are better served with a renewed view of the market via research and intelligence. It's never one-size-fits-all.



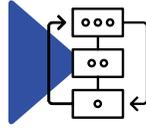
Our Approach

Simplicity and consistency guide the approach to all Canton & Company engagements. We always start with a discovery period to mobilize us around your goals and help identify areas of strength and need in terms of your growth vision. Those insights inform a unique marketing plan that puts you on the fast path to growing your business.



DISCOVER

We get to know you and your business



DEVELOP

We develop a plan in collaboration with you, to achieve your objectives



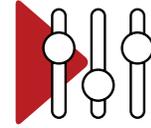
DEPLOY

We put the plan into action



MEASURE

Using designated performance indicators, we measure the outcomes



REFINE

We make continuous refinements to ensure your best results

MARKETING SERVICES

Brand Development

From new identities to established players, our team helps deliver a brand experience designed to set you apart from the competition.

- ▲ Brand positioning/messaging
- ▲ Company/product naming
- ▲ Visual development (logo, color palette, etc.)
- ▲ Brand guidelines

Strategy and Go-to-Market

Deploy go-to-market strategies based on data and intelligence, complemented with powerful messaging, sales enablement tools, and top-notch campaigns.

- ▲ Research
- ▲ Market segmentation
- ▲ Competitive review
- ▲ Positioning and messaging
- ▲ Collateral and pitch decks
- ▲ Sales enablement tools
- ▲ Campaigns

Marketing Communications

Take audience engagement to the next level with content, thought leadership, creative, events, digital, and more.

- ▲ Content marketing
- ▲ Thought leadership
- ▲ Creative development (visuals, video, etc.)
- ▲ Events and trade shows
- ▲ Digital assets (web, social media, email marketing, landing pages)

Let's get started today!

CantonCompany.com
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**CANTON &
COMPANY**