



WINDERS CONSULTING GROUP

Winders Consulting Group is a strategic marketing firm that helps companies of all kinds solve their most difficult B2B marketing challenges. From strategic insight and go-to-market planning to the tactical execution of content marketing and communication programs designed to generate leads and drive sales, WCG delivers its clients the insight and services required to deliver specific, measurable results.

WCG is led by Tony Winders, whose marketing experience and long-standing relationships across multiple industries serve as a powerful resource for its clients. Harnessing his deep professional network, WCG is supported by several individuals and partner companies, each with specialized areas of expertise to meet a wide range of client needs and provide a comprehensive set of effective, high-quality services.

MEET TONY



Tony Winders is a digital marketing pioneer whose leadership, creativity, strategic insights and integrated programs have contributed to hundreds of successful consumer and B2B campaigns over the past 20 years. As CMO and principal consultant at Winders Consulting Group, he leads a team of content marketing and lead

generation experts who provide marketing consulting and services to help sales organizations increase awareness and drive revenue at scale. Winders has served as senior vice president of marketing at GumGum, vice president of marketing for ValueClick Media and was co-founder of one of the world's first interactive agencies, iAgency, in 1995.

REPRESENTATIVE CLIENTS

Adadyn
Brand Innovators
Causecast
Digiday

Dstillery
FinditParts
Fraser Communications
GumGum

inPowered
Jetpack
K2 Teams
MomentFeed

Rocket Fuel
Search123
Tipalti
ValueClick

SERVICES



STRATEGIC MARKETING

Positioning, messaging, competitive analysis, market segmentation, differentiation and go-to-market strategy.



PRODUCT MARKETING

Competitive segmentation, product naming, feature/benefit analysis and launch planning and execution.



CONTENT MARKETING

Case studies, articles, research, blog posts, e-books, infographics, videos, podcasts, presentations and content amplification.



MARKETING AUTOMATION

Using technology to connect content and email marketing with CRM to drive lead-generation programs that result in sales.



DIGITAL MARKETING

Mobile, social, SEM/SEO, influencer marketing, affiliate marketing, display/programmatic, native advertising and email marketing.



PUBLIC RELATIONS

Media relations, corporate communications, events, webinars, content marketing and social media for today's integrated marketing mix.