



**WE DO WHAT MOST SOCIAL MEDIA AGENCIES DON'T DO — REDUCE COST AND TRACK REVENUE.**

Big data is fueling innovation and driving revenue opportunity. Brands that use data driven marketing generate **34% more revenue** on social media marketing campaigns. With a proprietary software we take the guesswork out of vetting the target audience and predicting your best buyers to **decrease CPC up to 90% and increase revenue.**

**COMPANY DATA**

- State of Incorporation: Colorado
- Office Location: Denver, CO
- Established in June 2011
- WBENC Certified since 2017
- Active Military Spouse Program 

**TIER 1 CORPORATE MARKETING PERFORMANCE**

**Autodesk | June 2015 - Present**

- Saved \$0.87 per CPC
- Gained and maintain 56% of social media share of conversations
- Increased product trial traffic by 40%

**Aramark | November 2016 - Present**

- Generated \$20k in trackable sales in 60 days
- Increased high quality social leads by 122%

**CORE COMPETENCIES**

- Social Media Strategy Development, Implementation & Analytics
- Data Driven Marketing
- Social Media Advertising and Remarketing
- Facebook Messenger Campaigns
- Digital Content Creation



Saved on  
CPC with big  
data targeting

**CERTIFICATIONS**



## DIFFERENTIATORS

### WITH PREDICTIVE ANALYTICS WE TAKE THE GUESSWORK OUT OF MARKETING

- Decrease CPC by using proprietary data software
- Increase conversions with high level advertising strategy
- Access to big data for marketing decisions, targeting and audience segmentation
- Award winning copywriters for content creation
- Professional team with scalability to handle multi-platform strategy, implementation and analytics
- Revenue tracking

## PEOPLE WE SERVE

- Marketing Directors
- Product Marketing Managers
- Social Media Director
- PR & Corporate Communications
- Sales Managers
- Advertising Directors
- Digital Directors
- Analytics Director
- Supplier Diversity Leads

*“We exceeded our ambitious annual goal by 5% as a direct result of working with Padron Marketing. With their strategic approach to social media, data driven decision making and proprietary software we earned national press and gained engagement from our best prospects.”*

Laurel Workman, Product Marketing Manager  
Autodesk

# 56%

SECURED CLIENT'S INDUSTRY ENGAGEMENT

*with data driven marketing*

**INCREASED**  
**PRODUCT TRIAL**  
**DOWNLOADS BY**  
**40% IN 60 DAYS**

**\$35K**

*generated in 30 days  
in ecommerce revenue*

## REFERENCES

Alex Marin, General Manager,  
Dex Media Conference Center/Aramark

Troy Aldrich, Sr. Product Marketing  
Manager, Autodesk

[contact information available upon request]