

Building Brands with LMO

LMO is the full-service marketing communications agency for building product manufacturers.



LMO WHY LMO?

We combine continuous learning and innovation with decades of experience elevating building product brands. For example, our efforts helped a client create the variable-speed heat pump category in the US market and increase annual sales from \$60 million to over \$1.3 billion.

DIFFERENTIATORS

- Ardent students of client brands and building industry products
- Attuned to industry and mainstream conversations, sentiment, news, events, trends and legislation
- Proven track record of helping brands establish building product categories and secure both market and thought leadership

YOUR B2B STRATEGY

We collaborate with you to develop and execute a comprehensive B2B campaign strategy. Our team streamlines planning, identifies tactics and tailors efforts to reach your prospects and customers. LMO enables B2B success with public relations, technical content, paid media and creative services.

OFFERINGS

- Primary and secondary research
- Define target audience
- Define customer journey touchpoints
- Product or service positioning
- Set performance-tracking goals



PUBLIC RELATIONS

We align your brand's public voice and story with your messaging strategy. As your media liaison, we use the Paid, Earned, Shared and Owned (PESO) model for engaging audiences.

OFFERINGS

- Messaging strategy
- Press releases
- Feature story pitching
- Media monitoring and analysis
- Media training
- Interview coordination
- Trade show support
- Satellite media tour coordination
- Event strategy and execution



TECHNICAL CONTENT

We develop credible and compelling content tailored for specific audiences. LMO collaborates with your subject matter experts and learns continuously to help your brand grow thought leadership.

OFFERINGS

- Case studies
- White papers
- Webinars
- Presentations
- Blogs
- eBooks
- Articles
- Newsletters
- Award submissions
- Talking points and speeches
- Multimedia scripts
- Ad-hoc writing needs



PAID MEDIA AND ADVERTISING

Our team of seasoned media buyers puts your brand front and center and make your message unforgettable. We leverage our established relationships with trade outlets and vendors to help you reach your audience.

OFFERINGS

- Connected TV/OTT
- Digital programmatic
- Geo-fencing
- Lookalike audience modeling
- Marketing automation
- Out-of-home
- Paid social media
- Print
- Radio
- Retargeting
- Search engine optimization
- Paid search
- Sponsored content + media
- Trade media



CREATIVE SERVICES

Our in-house team of designers, photographers/ videographers and copywriters conceptualize and design creative assets to tell your brand's story.

OFFERINGS

- Art direction and strategy
- Tone of voice
- Copywriting
- Photography, video and motion
- Radio and TV broadcast
- Experiential
- Social
- Ads
- Print
- Out-of-home
- Guidelines and toolkits

CLIENTS



Let LMO tell your story. Send us a message at buildingbrands@lmo.com and visit lmo.com to get in touch.