



Getting Started with TheRiot Agency

TheRiot Agency (TRA) specializes in transforming good businesses into great brands by leveraging cutting- edge technology, strategic insights, and creative innovation. Our mission is to deliver sustainable growth through a data- driven approach that connects your brand with the evolving demands of today's marketplace.

www.theriot.agency

About TheRiot Agency

Founded in 2015, TheRiot Agency (TRA) is a technology-first growth agency that combines research, strategy, and creative excellence to help businesses transform into industry leading brands. Our approach is rooted in understanding modern consumer behavior and utilizing data-driven insights to drive real, sustainable business growth.

We partner with our clients to create demand and deliver measurable results through multi-channel expertise, cutting-edge technology, and innovative solutions.

Our Mission

To drive sustainable growth by transforming businesses into great brands through innovation, technology, and strategic insights.

Core Values



InTRApreneurial

We encourage every member of our team to think like entrepreneurs, embracing creativity, innovation, and the willingness to challenge the status quo.



Growth-Oriented

We are committed to continual learning, development, and growth for our team, our clients, and our agency



Credible and Accountable

We prioritize honesty, transparency, and accountability in everything we do, ensuring high-quality work and measurable outcomes.



Agile Innovation

We are adaptable, open to change, and constantly seek new ways to stay ahead of the curve by embracing new technologies and innovative solutions.

Why We're Different

Unlike traditional marketing agencies that focus on specialized, siloed skills, TheRiot Agency operates at the intersection of technology and growth. We don't just deliver marketing services; we integrate advanced data, digital transformation, and innovation to ensure your brand's long-term success. TRA is not confined by conventional methods, we embrace the power of technology and strategy to craft growth-oriented solutions that evolve with the market.

"We believe that great brands aren't built overnight. They are built through a commitment to innovation, a deep understanding of the market, and a relentless pursuit of growth. Our mission is to help businesses evolve and reach their full potential by providing the strategies, tools, and expertise they need to thrive in today's fast-paced world."

— Kenneth Theriot, CEO, TheRiot Agency

Business Outcomes

Achieving Measurable Success with TheRiot Agency

Success is defined by results. Unlike traditional marketing agencies that focus on isolated tactics, we prioritize business outcomes that drive long-term growth. By understanding your unique challenges and goals, we tailor strategies that deliver real demand, boost customer loyalty, and generate measurable growth. Our technologyfirst, data-driven approach ensures that your business not only meets its objectives but thrives in an evolving marketplace.

Here's how we help businesses achieve key outcomes:

Demand Generation

Demand generation creates interest in your products or services, driving customer action. In a competitive market, continuous lead generation is crucial. TRA uses targeted, data-driven strategies like content marketing and digital advertising to deliver a consistent flow of qualified prospects, fueling your business growth.

Digital Transformation

Digital transformation integrates technology across your business to improve efficiency and innovation. TRA helps modernize operations and implement cutting-edge technologies, streamlining processes to unlock new growth opportunities and keep you competitive.

Brand Strategy + Experience

A strong brand strategy ensures consistency across every customer interaction, building trust and loyalty. TRA works with you to develop a cohesive brand identity and experience, from messaging to design, creating an emotional connection with your audience that drives lasting success.

Brand Loyalty

Brand loyalty keeps customers returning and advocating for your brand. Loyal customers are vital for repeat business and word-of-mouth promotion. TRA builds this loyalty by enhancing customer experience and creating emotional connections through consistent messaging and service, fostering long-term relationships.

Customer Experience (CX)

Customer experience (CX) is key to building strong relationships. A superior CX leads to higher satisfaction and loyalty. TRA ensures every customer touchpoint is seamless and positive, designing strategies that make your brand memorable and your customers feel valued.



Business + Sales Development

Business and sales development identifies growth opportunities and turns them into strategies for success. TRA refines your sales funnels and uses data-driven insights to target new markets, close deals faster, and create lasting business relationships that fuel ongoing growth.

User Experience (UX) Design

UX design creates intuitive and enjoyable digital experiences. A well-crafted UX boosts satisfaction and conversions. TRA designs user-friendly digital platforms that improve navigation and engagement, helping you retain customers and drive growth.

TheRiot Agency's Growth Operating System (GrowthOS)

The Growth Operating System (GrowthOS) is the engine behind your business's transformation, driving the strategies that lead to key business outcomes like demand generation, brand loyalty, and customer experience.

While business outcomes focus on the results, GrowthOS ensures those results are achieved efficiently through a system that aligns technology, strategy, and execution. It is the operational framework that powers your growth journey, ensuring that every step leads to measurable success.

GrowthOS includes DataIQ for data insights and TRAi Engage for seamless project management and collaboration.



DataIQ:

Data Reporting & Visualization

DataIQ provides real-time data reporting and visualizations to inform decision making. With predictive analytics, dashboards, and customized reporting, it integrates data from multiple sources to give a clear, comprehensive view of your performance, ensuring that your strategies are always data-backed.

TRAi Engage:

Managing Your Growth Journey

TRAi Engage is the platform that manages our partnership, ensuring smooth communication, project tracking, and resource access. It integrates with DataIQ to keep your team aligned with objectives, track progress, and adapt strategies as needed, all while keeping you connected with our team.

How GrowthOS and Business Outcomes Work Together

GrowthOS is the framework that drives the business outcomes you need. While business outcomes define what you want to achieve, GrowthOS provides the how, ensuring the right tools and processes are in place to deliver results. It turns goals into action plans, creating a seamless pathway to sustainable growth.

Industries We Support

We avoid the one-size-fits-all approach common in industry-specific marketing. Instead, we leverage insights from multiple sectors, giving our clients a competitive edge by applying fresh, innovative strategies that set them apart as best-in-class businesses.

Here's a snapshot of how we support key industries:



Aerospace + Defense

We build trust with strategic messaging and compliance-driven marketing that helps brands stand out in this technical, regulated field.



Private Equity

TRA helps private equity firms optimize their portfolio brands, identify growth opportunities, and drive business development.



Space

TRA pushes boundaries in the space industry, promoting innovation and building strong audience connections with creative strategies.



Telecoms

We strengthen customer relationships and digital engagement for telecom brands, ensuring market leadership and strong customer retention.



Entertainment

We deliver captivating campaigns that build loyal audiences and keep entertainment brands relevant in an ever-evolving market.



Automotive

TRA drives digital transformation for automotive brands, enhancing customer experiences and keeping them at the forefront of innovation.



Energy + Utility

We position energy and utility companies as market leaders, focusing on digital transformation and customer engagement strategies.



Marine

We deliver tailored digital strategies to help marine companies maximize their market reach, both commercially and with consumers.



Food + Beverage

TRA enhances brand loyalty and digital presence for food and beverage brands, creating strong customer connections and driving sales.



Outdoor

We create dynamic, community-driven campaigns that build loyalty and increase visibility for outdoor brands.



Transportation + Logistics

We optimize customer journeys and operational efficiencies, helping transportation and logistics companies excel in a fast-paced market.



Manufacturing

TRA modernizes marketing for manufacturers, combining innovation and efficiency to improve brand visibility and streamline processes.



Print + Packaging

TRA drives growth with creative branding and digital transformation, helping companies innovate and thrive in a sustainability-focused industry.



Retail + Lifestyle

TRA creates customer-first, multi-channel experiences that drive sales and brand loyalty for retail and lifestyle companies.



Professional Services

We enhance the digital presence and lead generation for professional service providers, fostering trust and long-term client relationships.



Municipality / Government

TRA enhances public engagement and communication strategies for municipalities and government organizations, ensuring effective outreach.



Non-Profit

We help non-profits inspire action and long-term support with storytelling and engagement strategies that resonate with their communities.

Capabilities We Provide

At TheRiot Agency, our diverse range of capabilities sets us apart from traditional marketing firms. These skills empower us to fuel the GrowthOS framework, providing comprehensive solutions that align with our clients' unique business goals. By integrating cutting-edge technology, creative strategies, and data-driven insights, we deliver the business outcomes our clients need to thrive in a competitive landscape.

Our capabilities aren't siloed, they work together seamlessly to support growth and operational excellence across every part of your business.

AI Integrations

We implement AI solutions that enhance automation, personalization, and decision-making, driving innovation and efficiency across your operations.

Branding + Identity

TRA creates cohesive and powerful brand identities that differentiate your business and foster emotional connections with your audience.

Content Marketing

We develop compelling, strategic content that attracts, engages, and converts, positioning your brand as a thought leader in your industry.

Customer Relationship Management (CRM)

By optimizing CRM tools and strategies, TRA helps you nurture customer relationships, improve engagement, and increase sales.

Data Visualizations + Insights

Our data visualization tools turn complex data into clear, actionable insights, enabling you to make informed decisions and drive business growth.

Ecommerce Solutions

From platform development to optimization, we deliver tailored eCommerce solutions that drive sales and enhance the online shopping experience.

Fractional CMO

TRA provides experienced, on-demand CMO leadership to guide your marketing strategy, ensuring it aligns with your overall business objectives.

Inbound Marketing

We create inbound marketing campaigns that attract and engage prospects through valuable content, driving qualified leads and long-term growth.

Market Research

Our market research capabilities help you understand your audience, competitors, and industry trends, empowering your business with strategic insights.

Marketing Automation

TRA leverages automation to streamline your marketing processes, improve efficiency, and personalize customer interactions.

Pay-Per-Click (PPC)

We design and manage targeted PPC campaigns that drive immediate traffic and conversions, maximizing your return on investment.

Performance Load Testing

We ensure your digital platforms can handle high traffic volumes through rigorous performance load testing, keeping your business running smoothly.

Podcasting

TRA produces and markets podcasts that engage audiences, build brand authority, and expand your reach across digital platforms.

Public Relations

Our PR strategies enhance your brand's reputation, manage communications, and build positive media relationships that drive public awareness.

Search Engine Marketing (SEM)

We optimize your SEM efforts to increase visibility, drive targeted traffic, and improve your search engine performance.

Search Engine Optimization (SEO)

TRA's SEO strategies improve your website's rankings, driving organic traffic and ensuring your brand is visible to the right audience.

Social Media Marketing

We create dynamic social media campaigns that build community, engage your audience, and amplify your brand presence across platforms.

Video + Digital Media Production

Our video and digital media services bring your brand to life with engaging content that captivates audiences and tells your story effectively.

Website + Mobile Development

We design and develop responsive, user-friendly websites and mobile applications that enhance user experience and support your business goals.

Working with TheRiot Agency

We offer flexible models to engage with us based on your specific needs. Whether you need ongoing, full-scale strategic support, short-term project-based work, or specialized ongoing services, we have options to fit every requirement. This flexibility allows us to meet you where you are, whether you're looking for ongoing support or specific deliverables that drive immediate results.

Below, we break down the three ways you can work with us: **Engagements, Sprint Packages, and Service Packages**

1 Full Support Engagements

Full Support Engagements are long-term, comprehensive partnerships where we function as an extension of your team. In this model, we provide ongoing strategic guidance, execution, and optimization across all of your marketing and growth initiatives.

This allows us to align our efforts with your business goals and adapt to changes as your company scales.

Who It's Best For:

This model is ideal for companies seeking a holistic approach to growth. If your business is undergoing transformation, rapid expansion, or requires long-term leadership and execution, this engagement ensures you have TRA's expertise consistently guiding your efforts.

Key Benefits:

- **Dedicated, Ongoing Support:** A full team of TRA experts working alongside you to deliver continuous growth.
- **Integrated Approach:** All strategies and tactics aligned to ensure your marketing, branding, and technology efforts are consistent and effective.
- **Scalability:** Perfect for businesses seeking long-term growth and a trusted partner who can adapt to changing needs over time.

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Sprint Packages (Project-Based)

Sprint Packages are focused, project-based engagements designed to deliver specific outcomes or complete a project within a set timeframe. These short-term packages are tailored to meet a clear objective and provide fast, impactful results without long-term commitment.

Who It's Best For:

Businesses with a specific project or goal in mind, such as a brand refresh, website development, or technology integration, will benefit from Sprint Packages. This model is ideal for companies that need immediate, high-quality deliverables and expert execution.

Key Sprint Packages:

- **Website Development Sprint:** Complete website builds or redesigns with clear deliverables and business outcomes in mind.
- **Brand Audit and Alignment Sprint:** In-depth analysis and realignment of your brand to ensure consistency and market relevance.
- **Brand Identity Development Sprint:** Full development or refresh of your brand's visual identity and messaging.
- **Technology Implementation Sprint:** Seamless integration of new technology systems to improve your business operations.
- **Video and Digital Media Development Sprint:** High-quality production of video and digital content to enhance your marketing efforts.
- **Sales Enablement Creation Sprint:** Development of materials and strategies that empower your sales teams and drive revenue growth.

3

Service Packages (Ongoing Role-Based Support)

Service Packages offer ongoing support in specific areas, allowing businesses to fill critical roles on their team without a full-time hire. These packages provide tailored, continuous services that address key aspects of your business, such as leadership, website maintenance, or creative design, ensuring that your operations run smoothly and efficiently over time.

Who It's Best For:

Service Packages are ideal for businesses that need consistent, specialized support in specific roles or functions. Whether you need fractional leadership or ongoing design and web support, these packages ensure you have expert help without the commitment of hiring full-time staff.

Key Service Packages:

- **Fractional CMO Leadership:** Ongoing strategic leadership to guide your marketing efforts, providing flexible options for varying levels of involvement.
- **Webmaster Maintenance Packages:** Multi-tiered service options that ensure your website remains updated, optimized, and secure.
- **Creative Design Support Packages:** Continuous access to expert design services to meet your ongoing creative and marketing needs.

CHOOSING THE RIGHT OPTION FOR YOU.

Deciding how to engage with TRA depends on your business model and needs. Both internal hires and agency partnerships have pros and cons.

Internal hires can be challenging due to the time and resources needed to find, train, and retain the right talent. In today's remote and hybrid work environments, these challenges are amplified by turnover, skills gaps, and retention struggles, which can slow progress and increase costs.

Partnering with an agency like TRA offers key benefits, including:

Scalability and Flexibility: Adjust services as your needs change without the commitment of full- time staff.

Access to Expertise: Gain access to a diverse team of specialists in strategy, creative, and technology.

Quick Turnaround: Agencies bring experience and efficiency to deliver results faster, particularly for project- based work.

Cost Efficiency: Avoid the costs of hiring, training, and managing in-house teams while benefiting from instant expert support.

In today's hybrid work landscape, an agency partnership provides a flexible, agile solution for accessing top talent and resources, without the long- term costs of building an internal team.

Here's how to decide which option suits you:

Full Support Engagements: Ideal for businesses seeking long-term partnership with end- to- end support for marketing, branding, and technology. Best for companies scaling or undergoing transformation.

Sprint Packages: Best for project- specific needs with quick, focused solutions and defined deliverables, perfect for new initiatives or short- term goals.

Service Packages: Ideal for ongoing, specialized support to fill key roles like marketing leadership or website maintenance, without committing to fulltime hires.

By evaluating your goals and resources, you can select the approach that ensures flexibility, expertise, and growth.

Ready to Accelerate Your Growth?

Our team is here to help you make the right choices for your brand's future. Whether you're looking for long-term strategic support, targeted project solutions, or ongoing specialized services, our team is ready to partner with you to drive growth and achieve measurable outcomes.

Schedule a growth call with us today to explore how we can help you transform your business, elevate your brand, and reach your goals.



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