

Overview

You need marketing to drive demand, fuel pipeline and grow revenue - we get it, and we've got you. We help growing businesses leverage the power of demand generation to market smarter, scale faster and sell more.

Pleased to meet you...

Are you are reading this because someone thought you should meet the performance marketing team at The Hayes Group? Or maybe we had "someone" strategically place it on your desk for us? Whatever the reason, it has found you at the right place at the right time. And here's the cool thing, that's what we do – we help people find you, your products, and your services at the right time and place. And we're pretty darn good at it.

We're not your typical marketing agency, and we prove it with no long-term contracts, accountability, and consistent results. We're **straightforward**, we **hustle**, and we deliver **results**.

Key Facts

- Experience** — Founded in 1999
- Results** — We've helped our clients gain a combined \$752 million in net new revenue generated
- Relationships** — On average our clients stay with us for 7 years
- Bottom Line** — We understand that at the end of the day our real objective is to make an impact on our clients' goals and to deliver predictable results

Key Results

-  Local family-owned business becomes largest online retailer of basketball goals beating out Dick's Sporting Goods and other national retailers
-  Boutique law firm grows from 3 people to 14 employees and from 0 leads per month to 200+ new case leads every month
-  Fortune 500 optical manufacturer reaches audiences in new innovative ways leading to increased dialogue between patients and doctors driving millions in net new product sales
-  Home lifestyle brand with 1 location, scale to 7 locations in 15 months during COVID-19 leading to 18 million in net new revenue annually
-  B2B Software company drive 300% growth by driving net new MQL's with a 30:1 payback ratio in less than 6 months
-  Drive demand generation for large B2B regional Medical Consulting practice delivering 30+ enterprise level (\$500k+ deal size) MQLs monthly

Our Clients



Services

- Full-Scale Strategic Planning
- Search Engine Optimization
- PPC & Social Ads
- Inbound & Outbound
- Content Creation & Syndication
- MarTech Stack Integration
- Conversion Rate Optimization
- Website Design & Development
- Custom KPI Measurement and Analytics

You Made It This Far, Let's Connect!

Looking to take your business to the next level? Let's meet for a complimentary strategy session. Drop us a line or let's meet over your favorite beverage!