

# The Red Checker

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**Amy Campbell**  
Director of All That Happens!  
The Red Checker

## Company Profile

The Red Checker is a marketing agency that provides innovative solutions for companies that are in growth mode and need productivity tools, effective marketing strategies, and assistance with acquiring and keeping their most strategic prospects and clients. The Red Checker helps companies develop, and then implement, marketing and business process strategies that will achieve the greatest results.

## Marketing Goals & Strategy

Reach beyond traditional media to touch fresh contacts. As an increasing number of industrial professionals turn to the web to help them do their jobs, “we wanted our clients to be able to connect with those who are more web savvy,” says Amy Campbell, Director of All That Happens! at The Red Checker. “We wanted our clients to broaden their horizons and connect with the industrial professionals they may not have connected with before through traditional media.”

Increase brand exposure. The shift to online media by industrial professionals opens up other opportunities. “We want our clients to be visible and build awareness where their audience is seeking solutions for their problems,” Campbell says.

Grow in new vertical segments. “We also want to target new market segments and to reach them efficiently and economically,” she says.

## The IHS GlobalSpec Solution

A wealth of opportunity. “GlobalSpec digital media solutions help me look like a hero,” Campbell says. “We are able to generate thousands of engagement opportunities for our clients through GlobalSpec. There is very little crossover with the contacts our clients already have. I also love that the new contacts can be directly loaded into a client’s CRM system for fast response.”

The power to target vertical markets. “You can look at the industry sectors of the GlobalSpec e-newsletters and online events and get very detailed,” she says. “For my clients, I can target their messages with laser-like precision to an audience that matters and cares about the message we’re delivering.”

Instant gratification. Campbell says, “You can find instant gratification if you are seeking products or services on the GlobalSpec platform. GlobalSpec lets me put that to work for my clients. It’s about market segmentation, getting contacts and following up. My clients can really maximize their efficiency.”