

be -st.

The industry leader, for industry leaders.

Our Mission.

To ensure that dominant companies in high-stakes sectors have marketing presences that are as formidable as their operations.

With an unparalleled understanding of the nuances in industries such as oil & gas, resource, academia, law, and trades, we are committed to crafting strategic digital content and comprehensive marketing strategies that not only mirror the excellence of your business but also enhance your visibility and influence in the marketplace.

Partnering with Best means choosing to project your brand's legacy and leadership effectively into the future, ensuring that your marketing footprint is as impactful and enduring as your physical footprint.

Our Philosophy.

01 Reputation and Leadership Positioning

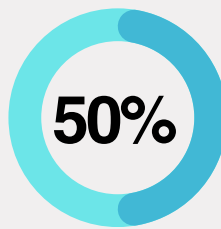
Shape the Narrative: We are dedicated to ensuring that your public perception and community optics solidify your position as an industry leader. Our comprehensive marketing strategies are crafted to enhance your overall reputation, engaging with the latest generation of decision-makers through multi-channel communications that reflect your industry authority.



70% of customers trust brands

with a strong online presence and thought leadership.

Companies with **strong employer brands** reduce hiring costs by



30%

40%

Outsourcing marketing **saves businesses 30-40%** compared to in-house teams.

02 Talent Acquisition and Retention

Attract and Inspire the Best: The first touchpoint for potential talent often involves interacting with your outward-facing presences. We create compelling, cohesive marketing materials that showcase your company's culture, values, and opportunities, making you an employer of choice in a competitive landscape.

03 Operational Excellence and Cost Efficiency

Deliver More, Spend Less: Collaborating with Best Marketing Co. means enhancing both the efficiency and impact of your marketing efforts. Our services are designed to reduce turnover, lower employment costs, and provide access to a team of specialized marketing professionals, ensuring your outward communications are both cost-effective and high-quality.

Businesses with crisis communication plans

recover 60%

faster from reputational damage.



04 Crisis Management and Stakeholder Engagement

Stay Prepared and Connected: In the dynamic world of business, readiness for crises and continuous stakeholder engagement are paramount. We build and maintain comprehensive communication strategies that ensure you are always prepared to manage crises and maintain transparent, ongoing dialogues with all stakeholders.

Companies with sustainability and future-proofing strategies have **30% higher investor appeal** and up to **20% better long-term financial performance.**

20%

30%

05 Sustainability and Future-Proofing

As the business landscape evolves, maintaining a forward-thinking and adaptive communication strategy is crucial. At Best Marketing Co., we not only highlight your sustainability efforts but also ensure your marketing communications are contemporary and competitive. By embracing the latest in marketing innovations, we keep your brand at the forefront, ready to adapt and thrive in an ever-changing digital and global environment, ensuring your long-term relevance and impact.

Our Services.

We specialize in providing full-service marketing implementation for organizations that have traditionally used an in-house marketing staff. In addition to our full-suite offerings, we also offer the following individual services & customizable packages.

- Web Design & SEO
- Graphic Design & Upkeep
- Social Media Marketing
- Paid Ads & CPC
- Content Strategy & Creation
- Branding

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