

WHO WE ARE

Tier One Partners is an award-winning, full-service PR, digital, and content marketing agency that helps challenger brands redefine the meaning of value in their industries through innovation and inventiveness. We turn B2B and B2C innovators in technology, digital health, financial services, manufacturing, and marketing services into category leaders through measurable integrated marketing programs that demonstrate market leadership and meet key business objectives.



WHY CLIENTS HIRE US

Tier One's creative thinking and dedication produce award-winning programs that deliver outstanding results without large agency hassles. Our hands-on, senior-powered teams consist of skilled strategists, media mavens, writers, social media and inbound marketing experts, influencer whisperers, graphic designers, videographers, and SEO and analytics pros.

We offer innovative integrated marketing communications campaigns, as well as à la carte public relations, content marketing and digital marketing services that build brand awareness, transform relationships, and drive sales. A sampling of our expertise includes:

PR

- Media relations, influencer programs, awards, speaking opportunities, and more
- Messaging and positioning
- New product, service, and company launches
- Crisis preparation and management
- Executive media and presentation training
- Event planning and management

CONTENT

- Content marketing and social media program strategy and management
- Blog post and bylined articles ghostwriting
- Website copy development and optimization
- Whitepaper, eBook, infographics, collateral creation
- Email and conversation marketing campaigns

DIGITAL

- HubSpot management and optimization
- Inbound marketing strategy and management
- SEO and keyword optimization
- Website conversion optimization
- Paid advertising campaigns
- Social listening and trend spotting
- Website, microsite, and landing page development

OUR UNIQUE APPROACH

Our integrated campaigns use earned media, creative content, and the latest digital marketing strategies to build awareness, transform relationships, and drive sales — turning trailblazers into industry leaders.

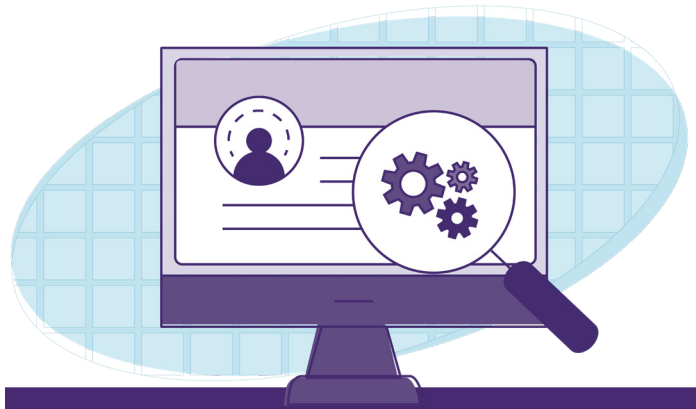
Our storytelling capitalizes on communications shifts to elevate our clients' solutions to influence behaviors and drive conversions.

WHAT MAKES US SPECIAL

At Tier One, we're passionate about being indispensable partners to our clients, developing creative and award-winning work, and attracting and retaining the industry's top people.

We've built an agency that's a true meritocracy, where the best and most innovative ideas rise to the top.

Our client engagements average 6+ years because we routinely assess our programs to determine what's working and how we could do better. Using the latest measurement tools on the market, we make sure our results connect directly to program objectives.



TIER ONE AT A GLANCE

- 16-year-old full-service PR, digital, and content agency
- Offices in Boston and Chicago
- Committed, senior-powered teams
- Media relations expertise rooted in journalism
- Proactive idea flow and story development
- Turnkey creative services
- Unequaled ability to fast start
- Client service obsessed

TierOne | PR
■ PARTNERS | DIGITAL
CONTENT



BOSTON

129 SOUTH ST., 4TH FL
BOSTON, MA 02111
617.918.7060



CHICAGO

125 S CLARK ST.
CHICAGO, IL 60603
312.690.9175

TIERONEPR.COM

617-918-7060