

MARKETING. REINVENTED:

IMPACT OVER ADVERTISING.



markenmut.

joint-stock corporation

Marketing Agency re invented

*frugal, thrifty, agile, smart and creative
outstanding because supported by AI
technology for extraordinary
performance power.*



Creation

→ markenkarma

**Auto-
mation**

→ markenautomat

**Pro-
duction**

→ markenalarm

markenmut.

joint-stock corporation

Founding	1987
Legal form	joint stock company
Holding	Dietz & Partner Gruppe
Staff	30
Locations	Trier Frankfurt Köln
Management	Bernd Neisen, Tobias Voigt
Awards	After winning several beauty shows in the early years, there are only this ones, we're really proud of:



Top company for employees



Customer chosen
Best Agency



Proven Domain Expert



what

We are markenmut. Since 1987, our owner-managed agency group has combined **CREATION, AUTOMATION and PRODUCTION** to deliver intelligent, technology-driven marketing that measurably achieves more and demonstrably costs less.

how

We develop brand strategies and creative communications that move people and drive businesses forward. We combine data, AI and technology with marketing and sales expertise, orchestrating the production and distribution of campaigns and content – efficiently, at scale and across all relevant channels. For B2B, B2C and B2G. For brands, markets and people.

why

What sets us apart? No brief without first asking whether it makes sense. No obsession with billable hours. Just entrepreneurial thinking, personal accountability and the courage to make the greatest possible impact. Because **BALLS BEAT BUCKS**

26

clients
worldwide

12

years
customer
loyalty

10k+

realized
projects

15

years
staff loyalty

Creation



Identity, content and ideas for your brand = creative impulses for your business.

Bold CREATORS develop the driving success factor between (advertising) marketing costs and (additional) sales. From differentiated corporate identity and sales-optimized packaging to high-impact omnichannel brand communication.

Automation



Planning, migration and operation of marketing & sales automation technology

Our MARKETING ENGINEERS ensure significant efficiency gains in day-to-day marketing and sales operations. They plan, migrate and operate individual marketing machine rooms with leading marketing automation technology expertise and several years of experience.

Production



Strategic content production and media design based on state of the art marketing tech.

The technology-supported production and distribution of complex marketing campaigns, advertising materials, brand assets and branded content is handled by our COORDINATORS in a reliable, cost-optimized and sales-oriented manner.

SELECTION of our clients

Travel



FMCG



Finance



Industry



Tobacco



Automotive



Owner-operated, personally(,) responsible.

The gray-haired white men of our agency are, despite the professional youthfulness customary in the industry, somewhat older - but allthough highly committed to strategic marketing and sales consulting with an entrepreneurial verve. Our board members are involved in day-to-day business, can be contacted at any time and are personally liable as partners and shareholders. This is also and especially true when it comes to delivering on our performance promises!



Bernd Neisen



Tobias Voigt

Statements



“

I appreciate the cooperation with markenmut because there is always an exchange at eye level. Developing new ideas and concepts with markenmut is always a pleasant and fruitful collaboration.

”

Ralf Linden

Managing Director vobapay
and Board Member Voba Finanz AG



“

I appreciate working with markenmut because I value the combination of passion, domain expertise and focus. I also like their brave approach, their entrepreneurial advice and their creative marvellous ideas.

”

Songül Göktas-Rosati

Managing Director Bentour Travel



“

I appreciate working with markenmut because they constantly provoke me. Admittedly, it's exhausting - but it keeps you young and, above all, our business on the road to success.

”

Andreas Baron Freytag von Loringhoven

Founder Azur Fragrances

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NEWS FROM THE FIRM'S ENGINE ROOM

MARKETING ENGINEERING

This captivating book, including contributed articles by our marketing engineers, takes you on an exhilarating journey through the realm of marketing and sales automation, offering the latest insights and research that will equip you with the knowledge you need. Prepare to be enlightened as you delve into the intricacies of project management for successful implementation, tool selection, and the astounding results that await you.

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1 Company

2 Managing
Directors

30 Employees

4 International
MarTech Scouts

5 Shareholder

6+ Best in Class
Clients

Find out more about our services at **markenmut.de**
or drop us a line via **mut@markenmut.de**