



Macleod & Co. is a premier Twin Cities agency specializing in B2B digital marketing. We partner with businesses of all shapes and sizes, from startup hustlers to established empires, to create and execute strategies that drive revenue.

2018  
FACT  
SHEET

## AGENCY INFO

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**Founded**  
2014

**Employees**  
6 humans & 1 canine

**Leadership**  
Allison Wasz  
*Agency Director*

Jacklyn Heinlein  
*Creative & Strategic Director*

## CAPABILITIES

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- Digital Strategy
- Inbound Marketing
- Full-Service Strategy & Design
- Social Media Management
- Content Creation
- Email Marketing
- Web Design
- SEO/SEM
- PPC Advertising

## PURPOSE

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*To leave everything we touch better than we found it.*

## CORE VALUES

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At Macleod & Co, we...

- 01 Are committed to continuous personal and professional growth
- 02 Act with integrity in all dealings
- 03 Take initiative in problem solving
- 04 Use strategy to inform everything we do

## WHY PARTNER WITH US?

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We are highly organized, efficient, and pretty damn creative. We approach research, project management, reporting, and even design, with the same analytical mindset we apply to our marketing strategies. Bottom line: we don't send anything out the door unless we have the utmost confidence it will work.

## MEET OUR TEAM

Working with Macleod & Co. means working with a nimble team of passionate people who share a common vision: to leave everything better than we found it.



**Allison Wasz**  
Agency Director



**Jacklyn Heinlein**  
Creative & Strategic  
Director



**Abby Knudtson**  
Communications  
Director



**Samantha Stender**  
Business Development  
Director



**Kate Nelson**  
Senior Designer



**Sam Calcagno**  
Content Creator



**Dallas**  
Office Dog

## WE LOVE OUR CLIENTS. AND OUR CLIENTS LOVE US.

*“The Macleod & Co. team did an amazing job. They understood what we were about and created a brand that sets us apart from the competition.”*

—OPERATIONS MANAGER, CRMG

*“The Macleod & Co. team just got it. They knew what to do, and their strategy worked.”*

—DIRECTOR OF SALES, MEDAFOR



### CONTACT

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