

How MKC Agency Helped ThinkTech Secure Acquisition by TNS Group



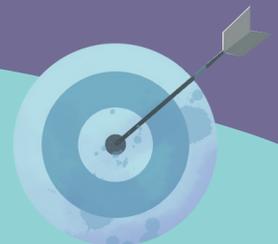
Challenge:

ThinkTech, a growing Managed Service Provider (MSP), faced the challenge of establishing a strong brand presence and leveraging social media to attract their target audience. They needed assistance in standing out amidst tough competition and generating new business opportunities. With limited resources, they sought an agency partner who could deliver impactful results at an affordable cost.



Solution:

In 2020, ThinkTech partnered with MKC Agency, recommended by Dean Trempelas. Our experienced team, led by Founder and CEO Megan Killions, worked closely with ThinkTech's owner, Nathan Viveiros, as well as Melissa and Nichole from their team. Together, we developed a comprehensive brand strategy and executed an effective social media content plan.



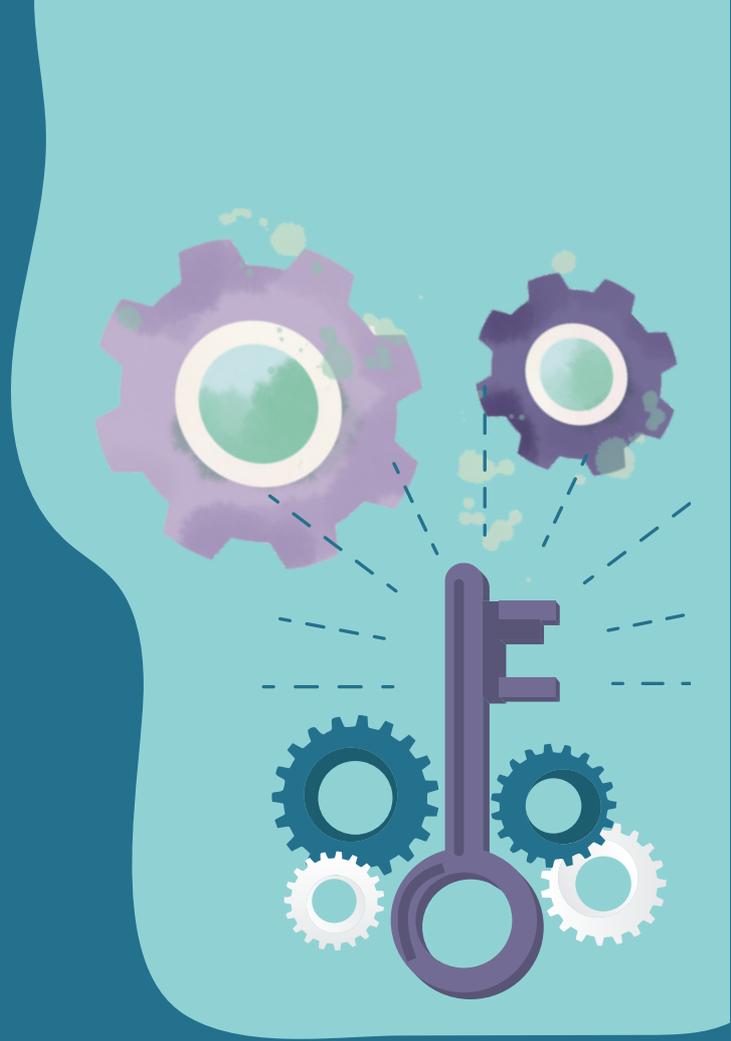
Key Achievements:

Revenue Growth: Through our targeted approach and strategic marketing initiatives, ThinkTech experienced a remarkable revenue increase of over \$500,000. This significant growth validated the effectiveness of our efforts and the impact of a well-executed brand strategy.

Increased Social Media Engagement: ThinkTech witnessed an impressive 300% increase in social media engagement. Our tailored content resonated with their audience, fostering meaningful interactions and building strong brand affinity.

Significant Inbound Lead Flow: Our content strategy resulted in over 10 times the inbound leads from blogs and social media combined. ThinkTech experienced a substantial boost in qualified leads, contributing to their revenue growth and business expansion.

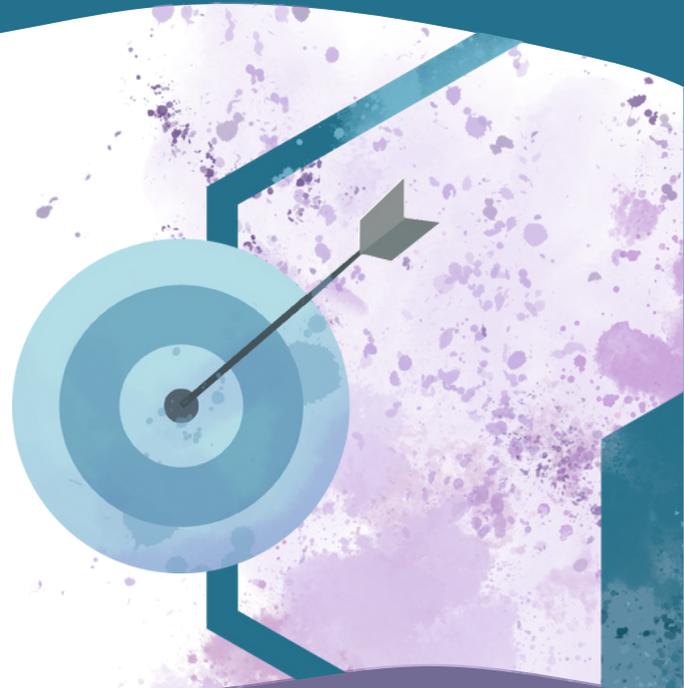
Successful Acquisition by TNS Group: As a direct result of the increased brand recognition, revenue growth, and an ever-growing sales pipeline, ThinkTech caught the attention of TNS Group. The acquisition allowed ThinkTech to make a profitable exit, ensuring their continued success in the industry.



MKC Agency:

MKC Agency specializes in scaling the marketing presence of B2B technology companies with ethical marketing practices. Our team is dedicated to delivering tailored strategies and implementing impactful campaigns that drive remarkable growth for our clients. With Megan Killions' expertise and industry experience, we ensure that our clients receive exceptional guidance and support throughout their journey.

To learn more about our services and discuss how MKC Agency can help your organization thrive,.



Check us out!

