

INDUSTRY SOLUTIONS

BUSINESS PRODUCTS AND SERVICES



B2B marketing and sales teams have a lot to get right at every level of their acquisition and retention funnels.

They turn to our marketing services team to help them develop and deliver targeted outbound demand gen and lead gen campaigns, and strengthen their client onboarding and development / cross-sell programs. And they turn to our print and display services team to help them create impactful events, collateral, presentations, and proposals.

What do we bring to the table? Multi-disciplinary expertise, a passion to see our clients succeed, and an ability to help our clients achieve more across their entire program. Try having a team like ours in your corner.

OUR WORK INCLUDES:

Outbound Demand & Lead Generation

Events, Presentations & Proposals

Print Collateral

Client Onboarding, Experience & Development

Analytics & Insight

OUTBOUND DEMAND & LEAD GEN

- List sourcing and targeting for offline and cross-channel campaigns
- Data, production, and programming services for outbound demand gen, lead gen, and prospect/lead nurturing campaigns
- Direct mail products and packages, standard to stand-out
- Online and cross-channel campaigns with customized or personalized landing pages (CURLs/PURLs), email, and social media integration
- Advanced personalization / one-to-one marketing

EVENTS, PRESENTATIONS & PROPOSALS

- Tradeshow and conference exhibits and displays
- Seminar and workshop signage and handouts
- Customized kit folders, documents, and displays for client meetings, presentations, and proposals

PRINT COLLATERAL

- All forms of collateral from brochures to datasheets, presentation folders to white papers, catalogs to unique items
- Standard to luxury grade materials, shaping, and surface treatments
- Dedicated online ordering portals

CLIENT TESTIMONIALS

“TRICO Evolution helped us to find real intelligence in our marketing data. As a result we were able to make better, more informed business marketing decisions. With TRICO Evolution we were able to understand exactly where to find our customers and how best to reach them.”

Terry Monette
Co-Owner
Rental Village

“Jamie and the TRICO Evolution team have been our partner in the development of a successful direct mail program targeting our retail partners and medical professionals – from our annual catalogue to our monthly catalogues and special flyer promotions. The personal approach Jamie takes when working on each new product is outstanding – regardless of how small or big a question is, he takes the time to call to sort out the issue at hand. And the whole TRICO team’s attention to detail ensures that our campaigns run smoothly and drop on schedule. I look forward to building upon the relationship we have.”

Tamara Yantha
Purchasing Coordinator
St Francis Herb Farm

CLIENT ONBOARDING, EXPERIENCE & DEVELOPMENT

- Client onboarding, milestone recognition, and appreciation materials and gifts - generic to personalized
- Upsell and cross-sell campaigns, direct mail and cross-channel

ANALYTICS & INSIGHT

- Funnel and lifecycle analysis
- Client insight research design, implementation and analysis (client surveys, focus groups, and interviews)
- Test design and measurement for outbound campaigns and communications

CONSULT WITH OUR TEAM

Our marketing services team can help your marketing and business development teams to get more conversations started with the right prospects, and to improve client retention and revenue per client.

Our print and display services team will simplify your supply chain and ensure that your collateral and events make the desired impression.

See our Business Line Overviews, online or in PDF, for more details on our services

CLIENT TESTIMONIALS

“Richard Danis and TRICO Evolution have been delivering excellent personalized service to our Council since 2009. We have relied on Richard’s knowledge and guidance on varied projects both large and small – from meeting invitations and corporate materials to annual reports and more. It is because of our confidence in Richard and the TRICO team that we consider TRICO Evolution to be our #1 go-to printing company!”

Nancy Wallace
Vice President, Corporate Services
Business Council of Canada

“CFHI has worked with TRICO Evolution since 2012, and we are never disappointed with the efforts of their team. We entrust a wide variety of print and display projects to the TRICO Evolution team – custom exhibit booths and banner stands for our conferences and forums, our corporate prospectus and special reports, training course diplomas, and more. Steve Hutton manages our day to day communications requirements, and David Shackleton jumps in for special projects and follow ups. TRICO stands behind their work, and it is obvious to us that they look after their people, so they in turn can look after us.”

Veronique Leduc
Communications Officer
Canadian Foundation
for Healthcare Improvement



OTTAWA OFFICE
 MONTREAL OFFICE
 KINGSTON OFFICE
 VANCOUVER OFFICE

T 613.736.7777
 T 438.896.0375
 T 613.548.4546
 T 604.521.9210

Packaging & Logistics
Printing, Signage, and Display
Direct & Database Marketing
Marketing Analytics & Insight

