



Guide:  
**Partnering with  
Engine Room**



**ENGINE ROOM**<sup>®</sup>



## We Make You Look Good

Engine Room is the trusted Digital Marketing Technology Partner you want for your organization. Our decades of experience, fanatical customer support, and entirely customizable solutions make us one of the most desirable partners in the digital marketing technology space.

### › We Get Where You're Coming From

Engine Room consultants have extensive experience in all aspects of the industry- marketing, strategy, sales, delivery, and project management. We have personally represented agencies and clients in all aspects of digital marketing, sales and ecommerce.

### › We Guarantee Custom Solutions That Fit Your Business

Engine Room guarantees custom technical solutions, active project assistance, out-of-the-box performance, impeccable digital assets, and fanatical customer support. You should expect no less from a Digital Marketing Technology Partner. We have a core set of beliefs we call the Engine Room Way. These beliefs are embedded in everything we do inside and outside the company, every day.

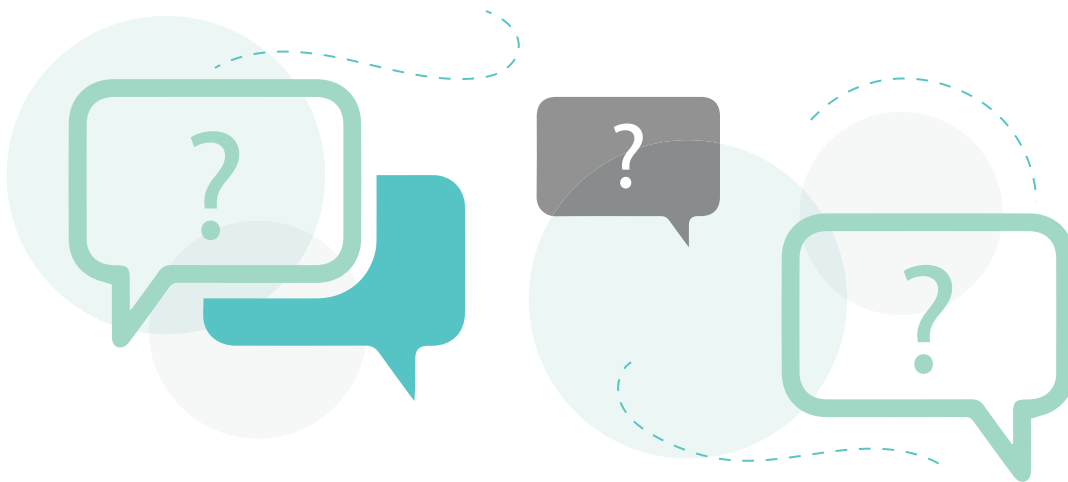


### › We Support Our Customers 100%

Engine Room wants to help you maximize your customers' ROI via their digital marketing experience. We have core standards that we adhere to in every interaction with our customers, including you. With a 98%+ customer retention rate and a [5-star Google Review rating](#), we have shown time and again that we know how to treat our customers right. Not only do we treat our clients exceptionally well, but we treat your clients like our clients, too. We're an extension of your team, and when you partner with us, your goals become our goals.

### › We Are Flexible and Adaptable

Our seasoned team of engineers, coders, technologists, and creatives puts their decades of experience to work every day, giving you workable and scalable solutions. We may come from a variety of industry backgrounds, but we all share a passion for the same thing - consistent delivery of high-caliber technical solutions that fit our customers like a glove. Engine Room integrates seamlessly with your organization, your goals, and your standards.



## Frequently Asked Questions

### **What should a digital agency look for in a digital marketing technology partner?**

You want a Technology Partner with a proven track record of working with digital marketing agencies - request references to this effect from potential candidates. They should have a good deal of knowledge about essential topics like SEO and cybersecurity, and they should also be up to speed on the latest technologies such as [personalization](#) and [headless CMS](#).

A good digital marketing technology partner should have the ability to partner with your end client as well - and make you look good while doing it. The senior management team at Engine Room is only made up of digital marketing veterans who have done this work day in and day out for decades. They can partner seamlessly with your CMO or CTO to build a lead generation strategy and a roadmap to development for your digital marketing goals. While we represent ourselves as our own company, we are at the table with

you finding custom solutions, not behind the scenes pulling strings. We are consistent, constructive, and collaborative partners. Read more in our blog: [10 Questions to Ask Your Development Partner](#)

### **Why should someone partner with Engine Room over other companies?**

Engine Room is made up of agency veterans. We're the central hub of digital marketing implementation. When we partner with you, we're in it for the long haul - we're not about to give a PPT to your C-suite and then leave the implementation up to you. We care about getting you the results you've asked for.

### **What services do you specialize in?**

- [CMS Success](#)
- [Strategic Consulting](#)
- [Custom Application Development](#)
- [Mobile Development](#)
- [E-Commerce](#)
- [CRM](#)
- [Website Maintenance](#)

### **What usually prevents digital agencies from partnering with outside organizations, and can you alleviate some of those hesitations?**

Hesitations for most digital agencies are usually around the partner being client-facing - they worry that they may lose control over their work or that their digital partner won't perform up to the level their clients expect. However, Engine Room is committed to a long-term relationship with its digital partners, so your clients will know that Engine Room sticks with its partners through difficult times. And we always put checkpoints in place to ensure that your company has final approval before any work is delivered to an end client.

Many times, digital agencies don't hire external resources because they don't know how they will fit into the process. Luckily, we can boast top-notch tech project managers with years of experience in Project Management, Program Management, and Quality Assurance - they know exactly how to guide collaboration with partner agencies so that everyone is on the same page every single day.

## **Our Discovery Process**

When it comes to the discovery or onboarding process for new clients, we always like to start by understanding the client's business goals and what their definition of success looks like. Once we understand those crucial pieces of information, we go into detail with the client regarding how to best measure success for their business goals, what organizational constraints they may have, and their communication and collaboration preferences and styles. This is a very consultative process; we like to be involved every step of the way so our client always knows what we're doing and we always know what they're thinking.

When it comes to CMS selection, our unique services have been honed through decades of shared experience implementing countless Content Management Systems across several different industries. Every organization has unique technical, functional, and business requirements. We specifically offer a CMS Success service where our senior consultants will match our knowledge and expertise with your business needs and budget and determine the CMS that is right for you.

# What Are Other Ways Engine Room Can Help My Business?

- Engine Room can research what leaders in your space are doing, helping you stay abreast of the latest trends and technologies in your industry.
- We can also help you with performance plans around eCommerce, web applications, or other initiatives to keep everything running as smoothly as a finely-tuned machine. Customer relationship management software.
- We always make sure that whatever we build for you performs to perfection and improves your marketing results over time.



## What Engine Room Customers Are Saying

We have partnered with agencies on hundreds of projects over the years. Here are some case studies of projects we're particularly proud of:

### **Case Study:** Engine Room's Quick Delivery of a Pharmaceutical Company's Scalable, Feature-Rich Website

A leading pharmaceutical ingredient supplier contacted Engine Room to prepare a brand new website in time for the launch of a new dynamic line of products. While the products were in the final formulation stages, Engine Room got to work implementing and integrating the brand's CMS, CRM, ERP, and eCommerce marketplace tools. This ensured data was flowing seamlessly to all the necessary integrations, without any disruptions or changes to the company's internal processes. [Read the full case study here](#)



## Case Study: The Right Web Development Team for Your Digital Marketing Strategy

We make it so our clients don't have to spare valuable internal resources or attempt technically challenging projects on their own. We build pixel-perfect sites and systems on tight deadlines while managing teams efficiently. [Read the full case study here](#)

### And here's what our customers are saying about us:



"I have had the opportunity to work with Engine Room at multiple times throughout my career. I cannot say enough about their approach to partnering with the customer. They are thoughtful about every recommendation and provide all of the details; even the unpopular ones. They are upfront about timing and cost, but also about benefit. I have always felt that they had the best interest of my organization in mind."



"I have had the pleasure of working closely with Engine Room Technology for the last several months and couldn't be more impressed by this team. Not only do they build outstanding solutions for their clients, but their attention to detail and desire to create exceptional digital experiences are unparalleled. If you're looking for a top-tier agency to elevate your digital presence, look no further, Engine Room Technology has you covered."



"My organization has worked alongside Engine Room for over 5 years now. They've been with us through a major organizational rebrand, the design and development of several websites, a large SEO audit and so much more. Truthfully, Engine Room has been less like just another company to assist us with our digital needs and more like an extension of our own organization. They're hands-on, personable and always have a solution for every need. I wouldn't trust our digital needs to anyone else."

## About Engine Room

### WE DESIGN, BUILD, AND SECURE DIGITAL MARKETING SOLUTIONS

At our core, we're seasoned technologists with decades of experience building complex solutions of the highest quality. We code, we test, and we tweak until everything is airtight. This leads us to security, the other half of our bread and butter. We take it seriously and build it into everything we do. It's never an afterthought, and it's always rock solid. We could talk all day about what we do. But we'd rather show you.

