

Chief Marketer 200 Recognizes Borenstein Group as one of America's Top B2B Digital Marketing Agencies for 2018

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WASHINGTON, DC, UNITED STATES, December 6, 2017 /EINPresswire.com/ -- Chief Marketer, a leading publisher of content for Fortune 1000 marketers, today unveiled the Chief Marketer 200. It is the world's first and only comprehensive editorial list of the best non-advertising agencies. The CM200 features editorial listings and coverage of agencies spanning 11 categories, including Experiential, Sports & Entertainment, Promotion, Retail/Shopper, Digital/Content, Social Media, Design and Innovation, B2B Demand Gen, B2B Brand Engagement Marketing, B2B Experiential Marketing and Martech.

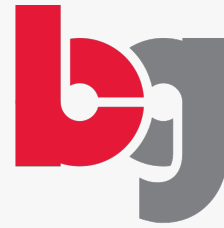
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“We are very proud to represent excellence and data-driven creativity in the B2B marketing space” noted Gal Borenstein, CEO of Borenstein Group”

Gal Borenstein, CEO of Borenstein Group

in the B2B marketing space. Moreover, we are delighted to represent Northern Virginia and the Washington DC metro region as one of the only agencies that made the cut.”

“The marketing landscape has changed dramatically in the past decade. Advertising is no longer driving the rest of the marketing mix,” says Jessica Heasley, Content Director at Chief Marketer. “Non-advertising spending is on the rise because it speaks to the wants and needs of today's customers. The Chief Marketer 200 helps marketing professionals navigate this vibrant and fast-moving community of agencies and gives them insights to seek out the right partners for their brands.”



borensteingroup

BRANDING + MARKETING + PR

Borenstein Group Washington DC Top Digital marketing Agency

Chief Marketer's editors accepted submissions from across the country for the CM200 earlier this fall. Winners were selected based on several criteria including insightful client testimonials; outstanding case study submissions; high caliber, consistent work across programs and clients; innovative and creative executions; and bold and inspiring concepts and ideas that are moving the industry forward. The 200 agencies selected for this year's inaugural program are thought leaders in their craft and representative of the best of the marketing industry.

ABOUT BORENSTEIN GROUP:

The Borenstein Group, Inc. is a Northern Virginia-based integrated strategic digital marketing communications agency that specializes in supporting B2B and B2G marketers in the areas of professional services, management consulting, systems integration, information technology, supply chain and logistics, homeland security, defense, intelligence, telecommunications, aerospace, and manufacturing. Learn more at <http://www.borensteingroup.com>.

ABOUT CHIEF MARKETER: Chief Marketer, an Access Intelligence brand, provides marketers and aspiring CMOs with content, ideas, recognition and events that help them make smarter decisions with their marketing budgets. It offers data-driven industry intelligence, actionable insights, inspiring case studies and the latest technology trends so marketers can improve their campaigns and increase ROI. CM has more than 150,000 readers who rely on its content and live-event resources to help them cut through the noise and find the solutions necessary to optimize their performance.

ABOUT ACCESS INTELLIGENCE: Access Intelligence, a portfolio company of Veronis Suhler Stevenson, is a b-to-b media, event and information company serving the media, PR, cable, healthcare management, defense, chemical engineering, satellite, and aviation markets.

Gal S Borenstein
Borenstein Group
7033858178
email us here



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