



# more fire for sustainable growth

Strategy and implementation – data-driven marketing from a single agency



# We support great companies to grow sustainably!

If you are looking for a partner for successful digital marketing, you have come to the right place. We have over 130 clever minds that will work with you to ensure more traffic, more leads and more sales.







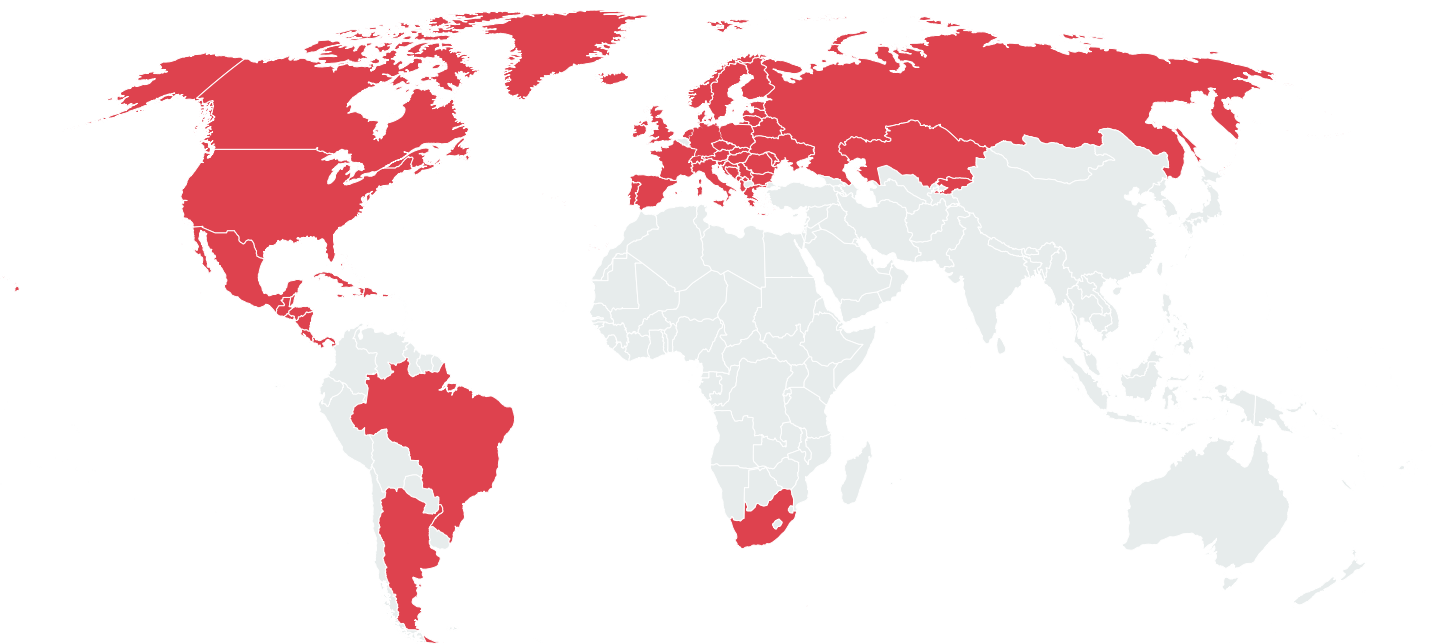
# Who we are

Agency for sustainable growth

## Certified Quality

Our goal is to deliver reliable, outstanding quality, both now and in the future.  
We therefore regularly undergo training and certification on all important platforms.





# Expand Your Business Internationally

Thanks to our network of independent agencies, we can carry out online marketing campaigns in almost any country and in almost any language at native-speaker level.



## Everywhere Network

We are one of the founding members of Everywhere Network. A global association of online marketing agencies with a total of over 800 employees from Germany, France, Slovakia, the Netherlands, Lithuania, Italy and Poland.



## In-house Expertise

With a mix of creative minds, our in-house team covers many languages.





# Cross-functional teams for comprehensive solutions

At morefire, all of our teams are made up of experts in the most important areas of online marketing working closely together. This way, we ensure that synergies are exploited for optimal success.





# The way we think & what drives us

Values & Mission



## Humanity

Everyone is valued equally by us – regardless of role and position. Cooperation as an equal is important to us – both internally and with customers.



## Curiosity

Online marketing is characterised by constant change. That's why we are constantly learning, are curious about new ideas and proactively share our knowledge.



## Initiative

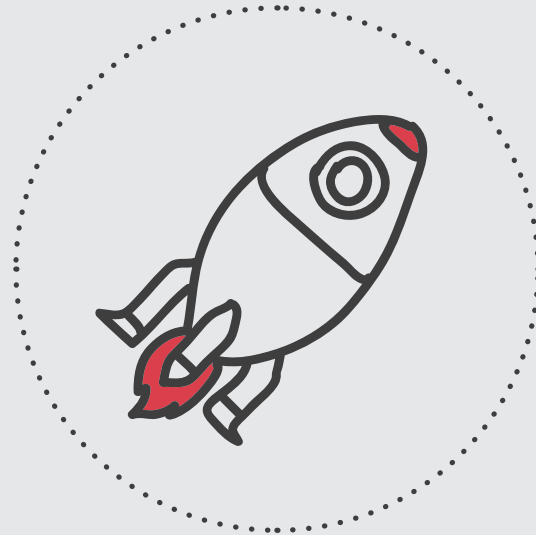
The courage to set positive changes in motion makes us fit for the future and at the same time a valuable source of inspiration and guidance.



## Responsibility

Working and making decisions independently is part of our culture. A responsible approach with resources is our basis for success.

# Our Mission



**We support great  
companies companies to  
grow sustainably.**

The right strategies and measures helps us to ensure  
that our customers utilise their potential in marketing and sales.  
This ensures sustainable growth with solid substance.





# How we work

Strategy & realisation



## Strategy, Planning and Implementation

SEE-THINK-DO-CARE – Reach your customers at all stages of the decision-making process with the right channel and the right message.

### See Visibility and awareness

Those in the SEE phase are probably not yet familiar with a product or service but are fundamentally interested in related topics. This is referred to as the largest reachable and relevant target audience.

### Do Closing the deal

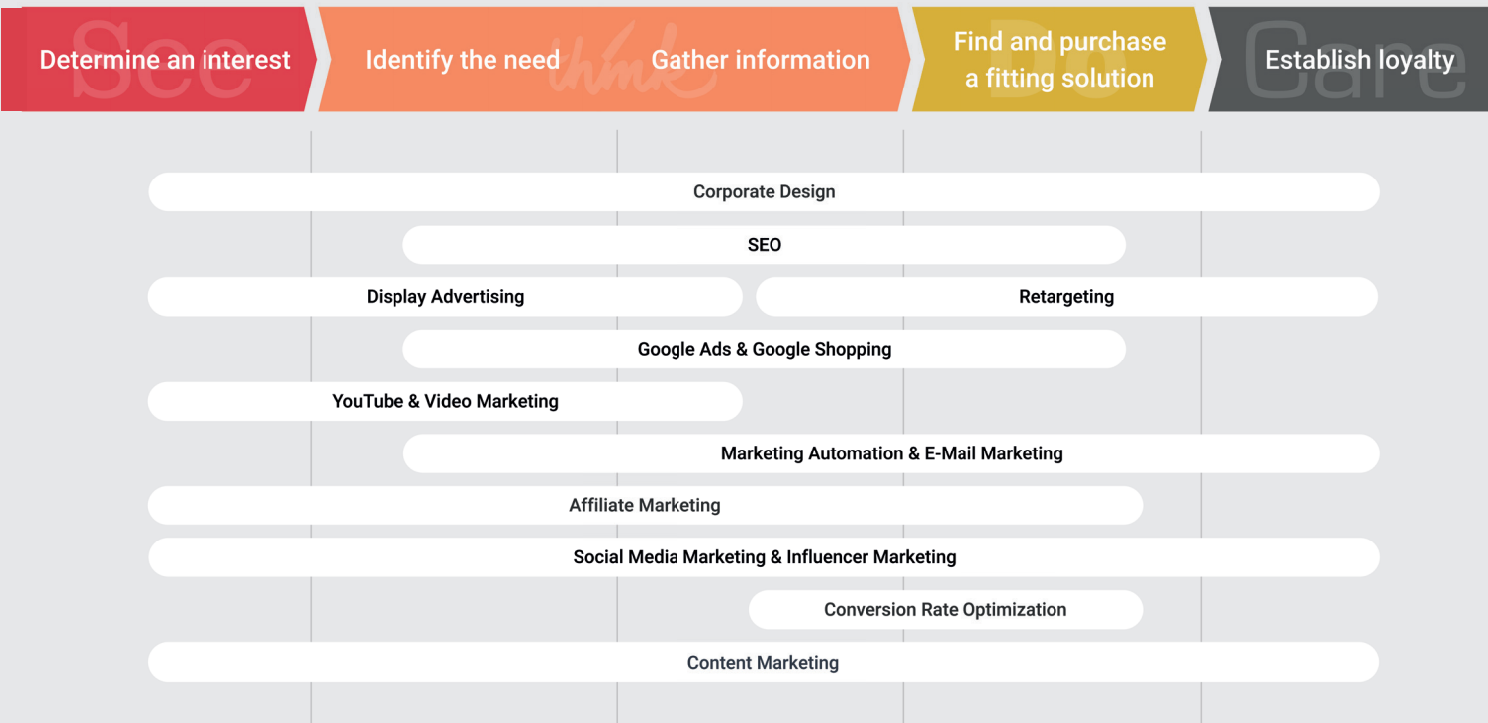
Those in the DO phase want your product. They are ready to buy and you just have to convince them of your product.

### *think* “Top of mind” – be the 1st thing in potential customers’ minds

Those in the THINK phase are considering to buy a solution like the one you are offering. This target group signals their purchase intention through their surfing behaviour. However, they still need to be convinced by your product.

### Care Bonding & Growth

Those in the CARE phase have made more than one purchase and/or have recommended offers for other reasons. These are loyal fans of the product or brand. Although this group is small compared to the overall target audience, it can significantly impact your success.



# What makes the collaboration valuable for customers



## International team & partner

Almost every language area can be covered by our team and partner agencies.



## Focus on your KPI's

Our aim is for you to achieve and exceed your goals. That's why we focus everything on this.



## Ideas, strategies & planning

Selection of the right channels and content, budget planning and prioritisation of all measures.



## We share our knowledge

Know-how transfer and transparent dialogue are an important part of our collaboration.



## The entire customer journey

At every stage of the purchasing decision process with the right message on the right channel to reach the target group.



## Direct operational implementation

For the setup and optimisation of all important online marketing channels, we have experienced experts.

# Strategic online marketing for the practice

Your goals + our strategy = the formula for sustainable success in online marketing.

Our strategists come from the field. That's why we know from experience what can be realised and works.

We combine your knowledge of the target audience and the market with our experience in online marketing.

**The result:** a strategy and a concrete plan to help you achieve your goals.

You can find more information on our website:

<https://www.more-fire.com/en/>



## Strategy consulting components

- ✓ Status quo analysis
- ✓ Target analysis
- ✓ Competition analysis
- ✓ Market analysis
- ✓ Product and service analysis
- ✓ Target audience segmentation
- ✓ Customer journey strategy
- ✓ Action plan

# Strategies for your success

You tell us where the journey takes place. Together we will find the best way to get there.



Optimised  
generation  
of leads



Optimisation  
of the ROI



Increase in  
sales



Better target  
group reach



Optimisation of  
the Digital  
Invest



Development of  
new (international)  
markets



Building up  
internal  
expertise



Coordination of  
digital channels





# For whom we provide services

Who our clients are and their opinions  
on our services



## Some great customers, who continue to grow with morefire

from start-ups to SMEs and international enterprises

**Deloitte.**

 **SETLOG**

**7days**

**ecom**  
A PEPPERL+FUCHS BRAND

**HÖRMANN**

**PRO ALPHA**

 **EXPERIMENT**  
DEINE AUSTAUSCHORGANISATION

**BUSINESS  
BIKE** 

**LexWARE**

**JUMP  
HOUSE**  
TRAMPOLIN PARK

**BMI**

**PKZ**

 **Waschbär**

 **PEPPERL+FUCHS**

 **Vaillant**

 **orthomol**

**Edenred**

 **SARSTEDT**

# What our customers say about the cooperation

„We are very satisfied with the work of morefire. We were able to double our KPIs in SEA within a very short timespan, with far less effort than before. We appreciate the partnership and honest customer relationship at equity. Our wishes and suggestions are heard. We get on very well with the team, which naturally has a positive impact on our collaboration.“

**Timo Franz**

Team Lead International Website, Performance & Digital Marketing Services Management



„morefire is an indispensable, external partner for our marketing team. The experts always provide well-founded, useful and targeted recommendations, act with foresight, have a deep understanding of our requirements and are prepared to engage in constructive discussions. At morefire, we receive honest and transparent support in all Online Marketing areas.“

**Alex Kensy**

Web- & Dataanalyst



„We like working with morefire because we always can always count on the quality of their work and strategic recommendations. We also appreciate the very pleasant cooperation with the entire team. That is why morefire has become an important partner for Vaillant Switzerland. It is worth mentioning that our expectations are always exceeded - we owe this to the team's high level of customer orientation. We look forward to working with morefire in the future and are absolutely convinced that we can only benefit from them.“

**Daniela Zürcher**

Project Manager Digital Marketing



„We are extremely satisfied working with morefire – Whether it is Paid Media, Display or User Experience! morefire enriches us with deep knowledge, sparring on eye-level and constant new ideas. As a Scale-up is morefire the perfect fit for us, as their team is always forward-thinking and trying out new approaches. We also enjoy working together on a personal level! We look forward to continuing our journey together and are convinced that we can still achieve a lot together.“

**Jana Winterer**

Performance Marketing Manager





# Where we can support you

Customised, well-tried strategies



## E-Commerce Growth

Turbocharge your online store for more sales and lesser costs.



## Online Strategies

A perfect mix of interwoven strategies forms a basis from which you can achieve your goals.



## Brand strategy

A strong brand attracts customers almost magically. We help you to establish your brand online.



## B2B Marketing

Do you have complex products and key target groups? Then, benefit from our B2B experience from numerous projects.



## Lead Generation

Use morefire to attract, impress and turn new leads into customers.



## Development of expertise

We are happy to share our knowledge with you through workshops, webinars or comprehensive training programmes.



# Effective branding for sustainable impact and sales

As experts in brand consulting, we work with you to develop a comprehensive strategy, that consistently promotes your brand and is tailored to the needs of your target group.



## Brand positioning workshop

Here we define your brand essence and your brand identity, which will help to appeal to your potential customers and build long-term relationships.



## Branding Audit

What effect does your brand really have on your target group? That is the crucial question. That's why we put the perception of your brand (brand awareness) through its paces. We also take a close look at the competitive environment.



## Create a brand concept

The brand concept includes positioning, differentiation from competitors, the design of a comprehensive communication strategy and the development of a clearly defined corporate identity.



## Strategic brand consulting

We not only help you with the basic strategy strategy, but also accompany the implementation and analyse the results achieved together. In individual dialogue with our brand experts, we continuously develop your brand strategy further.

# How Corporate Design supports your marketing strategy goals

We assist your company in achieving a clearly defined corporate identity which is going to be the basis for all further internal and external communications in the future. It also serves as a guideline for all employees. By using a harmonious corporate design, our experts ensure the best possible presentation for your brand.

## Benefits of a professional brand strategy

### ✓ Recognition

A strong brand delivers your message faster and more direct to your clients, since they know and trust you.

### ✓ Differentiaton

A strong and established brand stands out in a competitive market.

### ✓ Emotional bond

Your clients have positive emotions towards an established brand. They trust you and turn into loyal customers.

### ✓ More revenue

As an established brand, you can set higher prices. Customers are more likely to pay more for brands they trust.

### ✓ Efficient marketing

Recognition effects and a clear brand message simplify the communication and improve the efficiency of your marketing campaigns.









# Toolbox

We make customers more successful with these tools



Excerpt from the tools we use for online marketing, marketing automation, CRM and sales



# We are happy to share our expertise

We consistently achieve the best results by combining our expertise with those of our customers. This transparency creates both understanding and trust. For this reason, we share our expertise in many different ways:



## E-Books & Case Studies

Read about proven strategies:  
[www.more-fire.com/en/e-book/](http://www.more-fire.com/en/e-book/)



## YouTube

Videos from our experts:  
[youtube.com/morefire](https://youtube.com/morefire)





## Your contacts

for sustainable growth through online marketing



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