

# toss the coin

for marketing decisions



**We are  
your growth  
accelerator!**

As a full-suite marketing consulting agency for B2B, we help businesses grow by implementing a marketing strategy that is creative, responsible, and sustainable.

# Our fact sheet is quite Impressive

14+

Years in B2B  
Marketing

Servicing  
Across  
the  
Globe

70+

Creative  
Problem Solvers

150+

Referenceable  
Customers



ISO/IEC 27001:2022

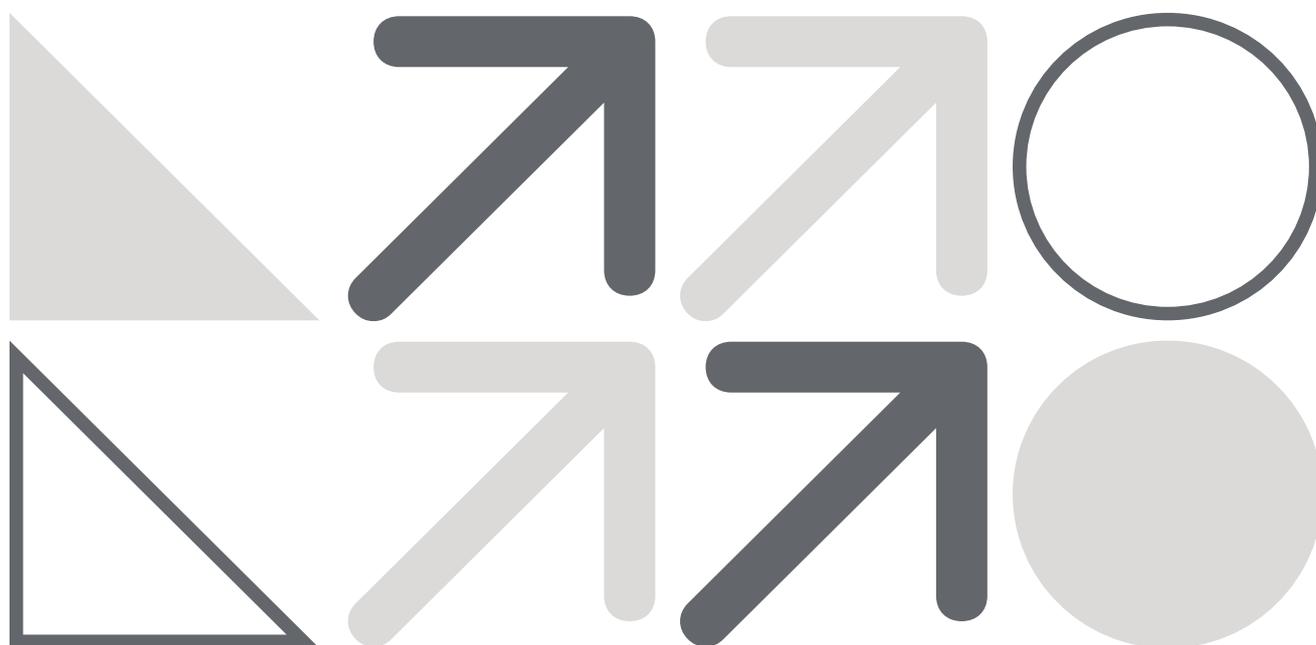


Listed

80% Creative

20% Weird

100% Referenced



For over a decade, we have worked with organizations of all sizes as their extended marketing office, crafting high-impact GTM strategies. Our services include strategy and consulting, branding, content development, and executing digital campaigns. Led by design thinking, our approach to strategy starts from deconstructing the buyer persona to building compelling content relevant to their sales cycle.

# Growth Marketing Studio



## Full-Suite Marketing

Strategy, User Experience, Branding, Content, Performance, Demand Generation

## On-Demand CMO

Consistent Demand Generation Through High-Value Content Marketing



### Delivering at speed & scale

AI-infused workflows, marketing frameworks; centralized for efficiencies



### Crafted by storytellers

Impactful storytelling & visual communication

# Creative thinking is our superpower!



## Innovative Problem-Solving

We approach challenges from new angles, leading to unique solutions that differentiate the brand.



## Buyer Empathy

We understand and connect with the target audience better by creating messages and experiences that resonate on a deeper level.



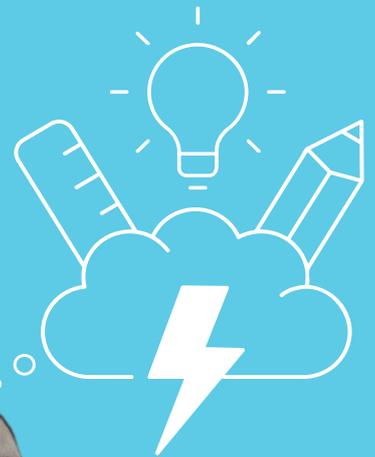
## Adaptability and Flexibility

We are adaptable and able to pivot quickly when strategies need to change. This flexibility is crucial in the fast-paced world of marketing.



## Collaboration and Idea Generation

Encouraging a culture where all ideas are welcomed can lead to a richer pool of concepts, driving more effective and diverse marketing strategies.



# What it means to be a woman-first organization



## Commitment to Gender Equality

We believe in creating a level-playing field where women have equal opportunities to succeed. Our hiring practices are designed to address gender disparities and ensure that women are represented at all levels of our organization.

## Diverse Perspectives

We recognize that diverse teams drive innovation and better decision-making. By prioritizing the hiring of women, we bring a wide range of experiences, insights, and approaches to our work, leading to more creative and effective solutions.



## Leadership Development

We actively invest in the growth and development of women leaders within our organization. By offering targeted training and career advancement opportunities, we ensure that women can rise to leadership positions and shape the future of our company.

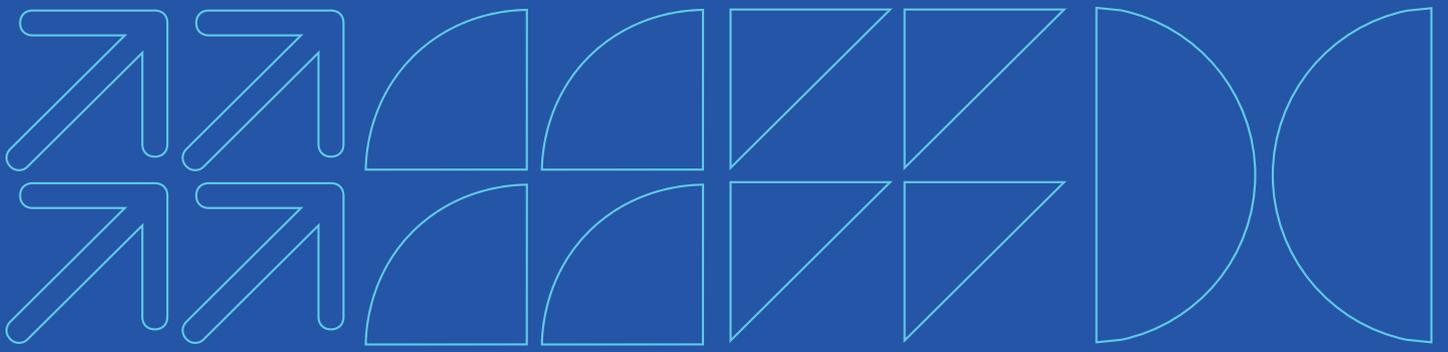
## Supportive Work Environment

We are committed to fostering a workplace culture that empowers women. From mentorship programs to flexible working arrangements, we provide the support women need to thrive both professionally and personally.



## Positive Social Impact

We understand that empowering women in the workplace has a ripple effect on society. By being a woman-first organization, we contribute to broader social change, promoting equality and inspiring other companies to follow suit.



There's more about us and what we do.  
Do drop by [www.tossthe.co.in](http://www.tossthe.co.in)

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