



# CAPABILITY STATEMENT

## SUMMARY

Paton Digital Marketing is a results-driven firm with over 17 years of experience and \$150 million in managed paid media. We specialize in expanding the digital presence of businesses through comprehensive marketing solutions, strategic media buying, and data-informed consulting, helping clients effectively reach their target audiences and achieve measurable growth.

### CONTACT

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### NAICS

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### CAGE CODE

7EME3

### UEI

ZR8RK7EWT3V6

## CORE CAPABILITIES

- ◆ **Media Buying:** Strategic acquisition of digital ad placements to maximize reach and impact.
- ◆ **Marketing Consulting:** Expert guidance and strategies to enhance marketing performance.
- ◆ **Creative Production:** Development of targeted, high-impact digital content, videography, and advertisements.
- ◆ **Proven Enterprise & SMB Experience:** Deep omnichannel and full-funnel experience.

## DIFFERENTIATORS

- ◆ Experience with increasing ROAS 6x with eCom clients.
- ◆ B2B lead generation strategies proven to increase close rates and lower CPA.
- ◆ Fortune 500 experience with annual media budgets in excess of \$40M.
- ◆ Multifaceted expertise in dozens of verticals including political, healthcare, tort, home services, retail, CPG, finance, and more.

## EXPERTISE

- ◆ **Tierra Agency (2025+):** Prime Contractor: Media buying for eCom, tort, and B2B clientele resulting in 3X increase in ROAS and ROI.
- ◆ **First Bank of The Lake:** Subcontractor: B2B lead generation for SBA Loan applications resulting in \$15 Cost-Per-Lead for 400+ applications.
- ◆ **Electrolux & Frigidaire (2023–2024):** [Previous employer] Led omnichannel media campaigns that improved ROI and brand lift across North America.
- ◆ **Sealed Air (2023–2024):** [Previous employer] Built global B2B lead-gen campaigns that reduced cost-per-lead by 40%+ and drove consistent international growth.
- ◆ **Sherwin-Williams (2024-2024):** [Previous employer] Developed B2B digital campaigns that increased brand awareness among Hispanic pro contractors.

## CUSTOMERS

