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**New Collaborations Provide
Expanded Service Array to BLD Marketing Clients**

*Agreements Augment Offerings in Data Management, Lead Cultivation, Content Marketing*

**PITTSBURGH, PA…** [BLD Marketing](http://www.bld-marketing.com/), a results-based, digital-first, full-service strategic marketing agency serving the building materials category exclusively throughout North America and abroad, recently finalized collaboration agreements with three distinct organizations, all designed to expand the breadth and depth of the firm’s services to its clients. These new strategic alliances provide additional offerings in data and analytics, lead generation, and the development and curation of content.

“At BLD Marketing, we believe in constant improvement, always pushing harder to find new and inventive solutions to our clients’ challenges,” said David Sladack, president of BLD Marketing. “Our experience in and focus on the building and construction space makes us a powerful marketing partner to building materials manufacturers (BMMs) seeking to build and cultivate their brands. These new collaborations give us even greater bandwidth to go deeper and customize integrated marketing solutions so our clients can grow their businesses.”

BLD Marketing recently forged an alliance with [**Dun & Bradstreet**](https://www.dnb.com/), a leading global provider of business decisioning data and analytics for almost 200 years. BLD Marketing clients can obtain access to Dun & Bradstreet’s full suite of capabilities. This includes the firm’s Data Cloud, which fuels solutions and delivers insights that empower BMMs to accelerate revenue, lower cost, mitigate risk, and transform their businesses.

BLD Marketing has also been named an authorized reseller of [**UpContent**](https://www.upcontent.com/). An aggregator of timely, relevant content generated by third-party sources across the web, UpContent’s syndicated content service enables building materials brands to curate articles and present that content to their audiences in a simple, easy-to-read card layout on their own website. BLD’s agency team works closely with clients to incorporate UpContent into a broader content marketing strategy, all designed to drive greater engagement levels and position clients as thought leaders in their industries.

In addition, BLD Marketing has begun a collaboration with [**Lead Forensics**](https://www.leadforensics.com/), developer of a software solution that enables companies to take control of their lead generation by helping them reveal the identity of their anonymous website traffic. With Lead Forensics, building materials manufacturers can access names, job titles, and critical contact information that match a target’s profile based on businesses that have been visiting the BMM’s website.

“From managing data and cultivating leads to delivering compelling content, building materials companies operate in a new paradigm when it comes to marketing themselves and their products, a world dominated by digital engagement,” added Kevin Mayer, CEO of BLD Marketing. “Dun & Bradstreet, UpContent, and Lead Forensics are leaders in what they provide to the marketplace, and our collaboration with each service provider empowers our agency to be even more strategic and integrated into our counsel to clients.”

For more information on BLD Marketing, visit [www.bld-marketing.com](http://www.bld-marketing.com).

**About BLD Marketing:**

BLD Marketing is a results-based, digitally-focused, full-service strategic marketing firm exclusively serving the commercial and residential building materials category. We offer a portfolio of strategic marketing services and implementation capabilities to help our clients build, grow and optimize a healthy digital marketing ecosystem, leading to quicker growth rates and higher profitability.

Visit: [www.bld-marketing.com](http://www.bld-marketing.com)

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