

APRIL SIX INTRODUCTION TO HUNTRESS

May 27, 2025

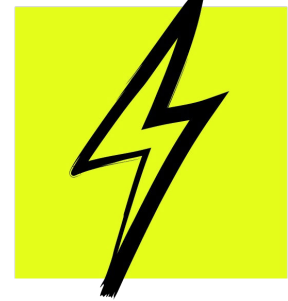
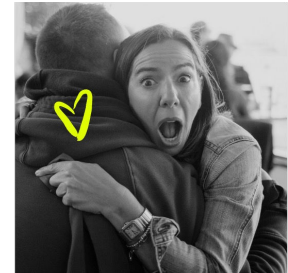
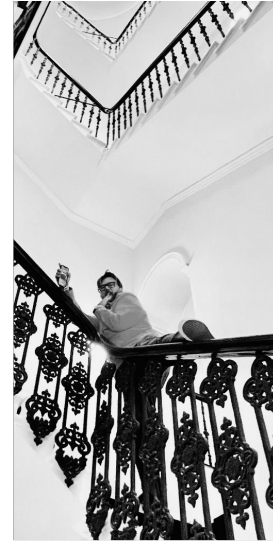
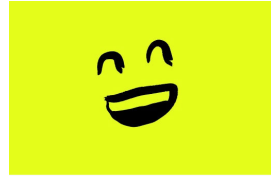
april6 +  HUNTRESS

TODAY

- Agency Overview
- Campaign Philosophy & Process
- Case Study / AWS Migration
- Discussion / Scene Setting for Huntress Growth Aspirations
- Next Meeting Topics

Introductions

**WE ARE
A GLOBAL GROUP
OF INDUSTRY
SPECIALISTS
CRAFTING MOMENTS
THAT MATTER FOR
BRANDS SHAPING
THE FUTURE.**



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BRANDS
WE'VE BEEN
PROUD TO
PARTNER
WITH



BRANDING + WEB REFRESH

Built-to-last brands applied to customer-centric web experiences that drive measurable action.

ABM PROGRAMS

Designing 1:1, 1:few, and 1:many strategies and activating programs into market through intent-led media.

BRAND CAMPAIGNS

Activating brand stories by creating moments to spark new audience engagement and awareness.

MEDIA + REPORTING

Planning, buying, and reporting on paid media across search, social, display, content syndication, direct buys, CTV, and OOH.

DEMAND CAMPAIGNS

Single- or multi-campaign demand generation strategies to capture and qualify leads for sales team follow-up.

CONTENT DEVELOPMENT

Video to infographic, short- and long-form content to educate and inspire audiences.

Our new ownership

marketbridge | april6

WE HELP GTM LEADERS BRIDGE BUSINESS STRATEGY AND MARKETING EXECUTION

How? By integrating the capabilities of a management consultancy and a marketing agency—all underpinned by analytics, data and technology, and all under one roof. Net result: Accelerated performance. Zero signal loss from strategy through execution.

Part Consultancy

Part Agency

GO-TO-MARKET STRATEGY

BRAND-TO-DEMAND-MARKETING

MARKETING DATA & ANALYTICS

PUBLIC RELATIONS & COMMS

Our client focus > Brands in complex markets:

BOSE

Guidehouse

BioCatch

WILMINGTON
TRUST

ptc

AMOGY

everstream
ANALYTICS

EV
PASS
PORT

flex.

halcyon

VERACODE

hp

Microsoft

SiriusXM
SATELLITE RADIO

ATLASSIAN

GoPro

DELL

GRAEBEL

ORACLE

Chevron

300⁺

Expert
teammates

4

Integrated
services

6

NA & UK
locations

6

Key
industries

OUR CAMPAIGN PHILOSOPHY

B2B MARKETING REQUIRES A FULL-FUNNEL APPROACH

**FULL FUNNEL MARKETING
CREATES AND CAPTURES
MOMENTS OF ENGAGEMENT
ACROSS THE JOURNEY**

Business decisions don't start with awareness of a brand

1

**DETERMINE
A BUSINESS
NEED**

2

**DETERMINE
TECHNICAL
REQUIREMENTS**

3

**EVALUATE
PRODUCTS
AND SERVICES**

4

**RECOMMEND
AND SELECT
VENDORS**

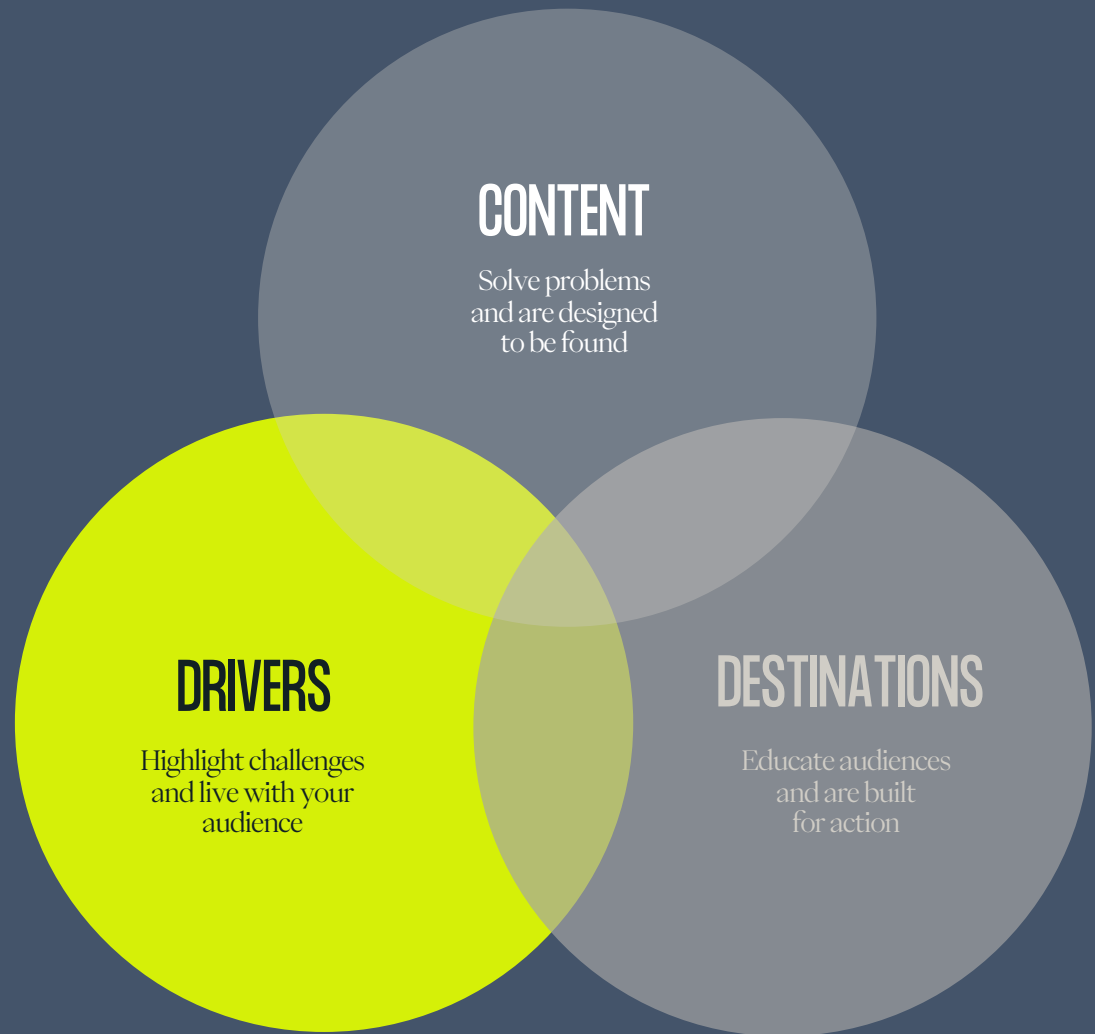
5

**SELL
INTERNALLY**

6

**APPROVE &
AUTHORIZE**

CREATING CAMPAIGNS TODAY, IS CURATING A JOURNEY OF MOMENTS



Maintain a cohesive narrative across moments



Our content beliefs

GREAT CONTENT HAVE COMMONALITIES

Audience-driven content

BE FOUND

Content needs to anticipate audience needs, fit their environment, and help users who are increasingly self-directing their education process.

Educate | Entertain | Create Controversy

PURPOSE

All content needs a purpose. The content experience should match the purpose. We can blur the lines, but we should do so purposefully.

Engagement generates value

AN EXCHANGE

Consuming content helps brands understand intent and allows us to create better marketing, but it needs to be an equal value in return.

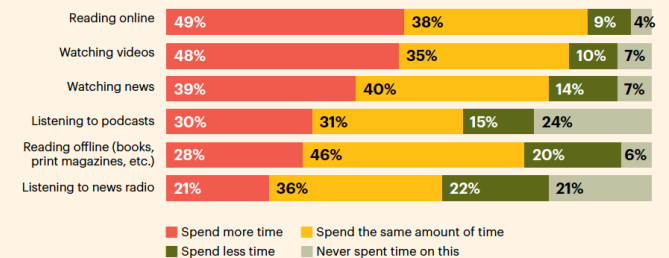
Solve a real problem

VALUABLE

When in doubt, solve a challenge within the buyer journey, provide hard to find information, document an approach, offer another perspective, or share news.

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Spending more time engaging online



Top 5 content types relied upon at each stage of the purchase process

Determine the business need	Determine technical requirements	Evaluate products and services	Recommend and select vendors	Sell internally	Approve and authorize purchase	Post-sales engagement
<ul style="list-style-type: none"> Technology news Analyst research Feature article about trends, strategies, management Case studies Product testing, reviews and opinions Product demo and product literature 	<ul style="list-style-type: none"> Product testing, reviews and opinions Product demo and product literature Technology news Vendor presentations Analyst research 	<ul style="list-style-type: none"> Product testing, reviews and opinions Product demo and product literature Analyst research Vendor presentations Peer presentations Technology news 	<ul style="list-style-type: none"> Product testing, reviews and opinions Product demo and product literature Analyst research Vendor presentations Interviews with technology experts 	<ul style="list-style-type: none"> Product demo and product literature Product testing, reviews and opinions Vendor presentations Case studies 	<ul style="list-style-type: none"> Product testing, reviews and opinions Product demo and product literature ROI tool, calculator, or other assessment tool Analyst research Case studies Vendor presentations 	<ul style="list-style-type: none"> Product testing, reviews and opinions Product demo and product literature How-to content and information Discussions in forums/online communities and social media Vendor presentations

MIGRATE TO MODERNIZE

With a multi-level global campaign targeting business and technical decision-makers in unexpected ways, April Six proved how AWS simplifies the journey from legacy technology to the modern cloud.



EARLY JOURNEY

CREATE MOMENTS TO ENGAGE

Why migrate to the cloud

- Making the case for cloud migration
- Migrate to modernize
- Security benefits of the cloud

MIDDLE JOURNEY

CAPTURE INTENT— RICH BEHAVIORS

What to migrate to the cloud

- Migrating applications to the cloud (Windows, SAP, VMware)
- Migrating databases, storage and mainframe
- Modernizing your applications on the AWS Cloud

LATE JOURNEY

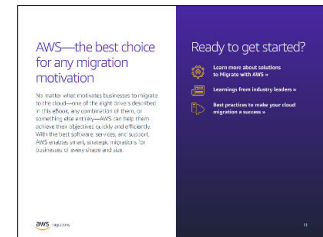
NURTURE AND BUILD CONSENSUS

How to Get Started

- Lessons learned from successful migration and modernization customers.
- Managing and operating your applications on the cloud (M&G, CE specific)
- Secure your workloads on AWS
- Proven application migration customer journey (Assess, Mobilize, Migrate & Modernize)



MacBook





AWS Migration-Driver examples

aws Discover migration best practices
ESG looks at how to optimize your cloud migration

[Get the report »](#)

aws

Migrate to adapt fast

Learn effective AWS migration strategies from two successful CIOs

[Read the eBook »](#)

aws

Discover migration best practices

ESG looks at how to optimize your cloud migration

[Get the report »](#)

aws | **intel**

The proven cloud platform for Windows

Switch to 2x better price performance

[Learn more »](#)

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EDITOR'S PICK | Nov 13, 2018, 08:00am EST

This City Will Pay You \$10,000 To Move There (And That's Not All)


Laura Begley Bloom Senior Contributor @ForbesWomen
Transformative Travel: I look at how travel can change lives.

TWEET THIS

[A new program will pay remote workers \\$10,000 to move to Tulsa, Oklahoma, for a year.](#)

[Check out these spots across the U.S. that will pay you to move there.](#)

[f](#) [t](#) [in](#)



aws

Get your cloud adoption readiness score

Take the assessment to learn if your business is ready

[Start the assessment »](#)

Migration - Message variation

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How you migrate to the cloud matters
ESG tests the best practices for cloud migration




Get the facts »




Migrate to slash refresh cycles
8 business drivers that motivate cloud migrations.



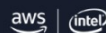
Get ready »




Is your company cloud ready?
Test your cloud readiness & get customized recommendations for improving your adoption & migration strategy.



Start the assessment »



The proven cloud platform for Windows
Switch to 2x better price performance



Learn more »



Migrate your applications to the AWS cloud



Join the event »



Migrate Windows workloads
Improve app performance and increase reliability




Learn more »




Migrate to adapt fast
Learn effective AWS migration strategies from two successful CIOs




Read the eBook »



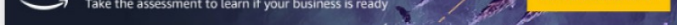
Migrate to reduce costs by 51%
8 business drivers that motivate cloud migrations.




Get started »



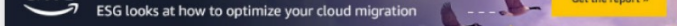
Get your cloud adoption readiness score
Take the assessment to learn if your business is ready



Start the assessment »



Best practices equals better migrations
ESG looks at how to optimize your cloud migration



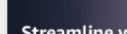
Get the report »




Discover best practices for migrating to the AWS Cloud



AWS and Intel Xeon Scalable



Streamline your migration to AWS with proven strategies



Learn More »

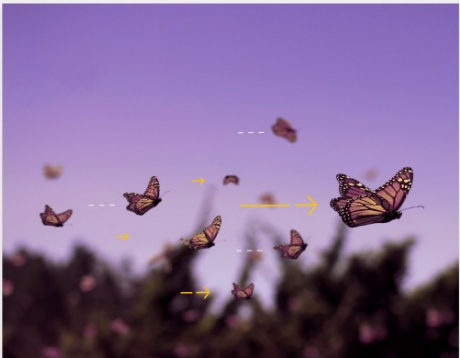
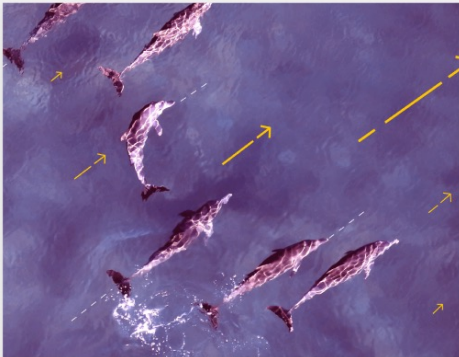


Migrate to AWS to lower TCO & accelerate modernization



Learn More »

Social image variations



MIGRATION CAMPAIGN ACTIVATION GUIDE

- Across the core media channels, LinkedIn, Facebook, X (Twitter), and content syndication. We deployed an activation guide and measurement action plan to monitor active tests and ensure regional alignment of deployable assets.

Asset Name	# in Set	Image Header	Post Copy	Char Count (Max 150)	CTA Button	Image Size	Image	Image Name
CART	1	Migrate to faster cloud adoption	Get your company's cloud adoption readiness scorecard, based on the proven methodology that enterprises use to successfully migrate with AWS.	138	Visit Website	1200x627		201790_AWS_Cloud_Migration_CART_Linkedin_Paid_1_1200x627
	2	Less guessing, more action	Determine if your company is ready to migrate with AWS & learn where you can build your capabilities by generating your own cloud readiness report.	147	Visit website	1200x627		201790_AWS_Cloud_Migration_CART_Linkedin_Paid_2_1200x627
	3	Take the cloud adoption readiness assessment	Learn whether your business is ready for migration & get key talking points to start the migration conversation with stakeholders.	131	Learn more	1200x627		201790_AWS_Cloud_Migration_CART_Linkedin_Paid_3_1200x627
ESG Insights Paper	1	Migrate to reduce workload costs	Read the ESG research to discover the cloud migration best practices that are helping leading organizations reduce workload costs by over 15%.	142	Learn more	1200x627		201790_AWS_Cloud_Migration_ESG_Insights_Linkedin_Paid_1_1200x627
	2	Less guessing, more doing	Get the ESG research to discover migration best practices that leading enterprises apply to gain maximum benefits from their cloud migrations.	142	Learn more	1200x627		201790_AWS_Cloud_Migration_ESG_Insights_Linkedin_Paid_2_1200x627
	3	How you migrate to the cloud matters	Done wrong, migrating legacy applications to the cloud can cause major challenges and delay business benefits. Read ESG's research to get it right.	148	Learn more	1200x627		201790_AWS_Cloud_Migration_ESG_Insights_Linkedin_Paid_3_1200x627
Migration Strategies	1	Migrate with confidence	AWS lets you set bold cloud migration goals with services & support to migrate quickly and realize desired business outcomes faster.	132	Learn more	1200x627		201790_AWS_Cloud_Migration_Strategies_For_Acceleration_Linkedin_Paid_1_1200x627
	2	Less waiting, more value	See how AWS offers guiding principles to structure your cloud migration in ways that help you realize fast, continuous, quantifiable business value.	149	Learn more	1200x627		201790_AWS_Cloud_Migration_Strategies_For_Acceleration_Linkedin_Paid_2_1200x627
	3	Accelerate your cloud migration	Whether it's one application or one thousand, AWS offers the most complete & proven approach for migrating your workloads to the cloud.	135	Learn more	1200x627		201790_AWS_Cloud_Migration_Strategies_For_Acceleration_Linkedin_Paid_3_1200x627
Leader's Guide to Cloud Migration	1	Migrate to efficient implementation	Get effective strategies for migration from two senior cloud practitioners who have been there, did it & came out on top.	121	Learn more	1200x627		201790_AWS_Cloud_Migration_Leaders_Guide_Linkedin_Paid_1_1200x627
	2	Achieve speed and stability while migrating	See how business experts maximize cloud value by innovating at scale, securely & reliably. Get your Leader's Guide today.	121	Learn more	1200x627		201790_AWS_Cloud_Migration_Leaders_Guide_Linkedin_Paid_2_1200x627
	3	Less debating the risks. More embracing change.	Learn from the professionals on how to apply fast & efficient cloud migration strategies to your 2020 plan.	107	Learn more	1200x627		201790_AWS_Cloud_Migration_Leaders_Guide_Linkedin_Paid_3_1200x627
Webinar in a Box	1	Migrate to continuous business agility	Watch our webinar to learn how migration with AWS goes beyond TCO to create greater value, like 3 times more features delivered per year.	137	Register now	1200x627		201790_AWS_Cloud_Migration_Webinar_in_A_Box_Linkedin_Paid_1_1200x627
	2	Less uncertainty, more migration benefit	AWS has 2 million customers driving continuous business value. Watch our migration with AWS webinar to learn how to create business benefits faster .	149	Watch Video	1200x627		201790_AWS_Cloud_Migration_Webinar_in_A_Box_Linkedin_Paid_2_1200x627
	3	Three steps to successful migrations	Drive real business value by successfully assessing, mobilizing & migrating to the cloud with AWS. Dive into our webinar to learn	134	Register Now	1200x627		201790_AWS_Cloud_Migration_Webinar_in_A_Box_Linkedin_Paid_3_1200x627

MACRO AND MICRO TEST FOR GLOBAL CAMPAIGNS

1. CONTENT TESTING

Migration messaging “on-ramps” and “off-ramps” exploring scenarios for workload migrations

2. CHANNEL TESTING

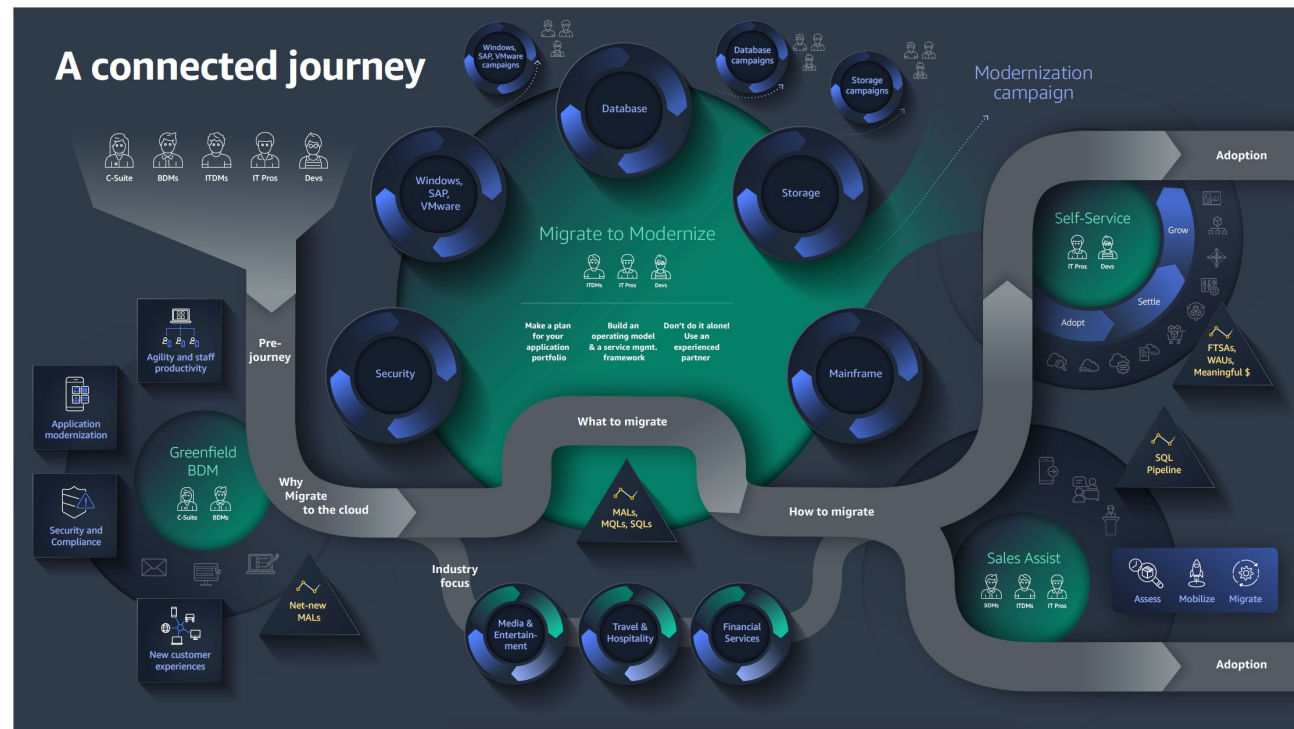
Measuring performance asset performance across social channels (Facebook, Twitter, LinkedIn)

3. GEO TESTING

Tracking geographic variations in performance to influence optimization recommendations and future campaign toolkits and playbooks

MIGRATION

- 5 eBooks, guides, and campaign content
- 57 Social banners
- 22 Site merch banners
- 16 Emails
- 6 Digital experiences
- 1 Microsite
- 1 Evaluator tool
- 1 PowerPoint first call template



YOU

THANK