

■ NEW JERSEY

BUSINESS LEADERS



There Are Lots of Great Reasons to Do Business in the Garden State

Highly educated workforce. ☑

Unparalleled access to markets and consumers. ☑

Robust infrastructure. ☑

Gateway for international trade. ☑

There are lots of great reasons to do business in New Jersey. In fact, the Garden State – *Forbes*' No. 4 state for quality of life – is home to businesses of all types and sizes, from mom-and-pop shops and high-tech start-ups to world-renowned multinational corporations.

New Jersey's Economic Opportunity Act, signed into law in September 2013, continues to spur growth in key industries. And new

tax incentives aimed at attracting and growing businesses promise to extend the momentum.

There's something about New Jersey that inspires brilliant, innovative thinking and exceptional creative talent. Albert Einstein and Thomas Edison, among many others, did some of their best work here, while such luminaries of the entertainment world as Meryl Streep, Frank Sinatra and Bruce Springsteen all started out here.

The businesses and entrepreneurs featured in this special section may not all be household names – yet – but give them time. Please turn the page to learn about several of New Jersey's

most dynamic companies and the women and men who lead them.

FEATURED:

Somerset Development
bell.works

Meridian Health
MeridianHealth.com

RRML Capital Resources
rrmlcapital.com

Octapharma USA
octapharmausa.com

iCIMS, Inc.
icims.com

G3 Communications
gthreecom.com

Peapack-Gladstone Bank
pgbank.com

As Seen In... Forbes, March 23, 2015

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Digital Media Firm Connects Content With Demand for B2B Marketers

G3 Communications™

Lead generation campaigns were still novel strategies in 2008 when G3 Communications launched DemandGen Report (DGR). A trailblazer in this transformational sales and marketing area, G3 began publishing the online weekly newsletter to help B2B organizations harness the potential of digital tools to drive growth.

Today, the Bergen County-based digital media firm is a recognized thought leader in the discipline and is growing rapidly. It is ranked among *Inc.* magazine's Fastest-Growing Private Companies in the U.S. (2013 and 2014) and in the state. DGR reaches 26,000 B2B marketing professionals, and G3 generates more than 40,000 leads for clients yearly.

"More importantly, our clients' businesses are growing," says G3 President Andrew Gaffney. "Many of our early clients in marketing technology are now household names in the industry. Many of our clients and partners are venture-backed firms with a focus on rapid growth, so customer acquisition is a top priority, and their marketing needs to be driving not only awareness but revenue."

Digital Marketing Customized for Every Phase of the Buying Cycle

Gaffney attributes G3's success to the company's single focus on B2B concerns. "Much of the same technology that connects retailers with consumers can be adapted to help B2B businesses engage with their prospects. For consumers, one click can send an order of gourmet coffee to their home or secure a reservation for a luxury vacation. But our clients aren't selling impulse buys.

The buying cycle is much longer for 'considered purchases.' We understand lead generation is just the first step in a series of relationship-building events. We help clients develop a disciplined strategy that is highly targeted, carefully coordinated and extremely cost-efficient."

G3 responded to the demand for coordinated, customized content to meet the longer-term needs of B2B marketers by launching its Content4Demand (C4D) division in 2010. C4D creates e-books, white papers, videos and other forms of digital content, and also helps with foundational strategy consulting for buyer personas and message mapping. "Businesses are constantly challenged to find new ways to effectively engage



G3 Communications has been named one of the Best Places to Work in New Jersey by NJBIZ.

with targeted prospects," says Gaffney. "Research we have conducted on DemandGen Report shows long-form pieces such as white papers continue to be essential tools, particularly in the later stages of the buying cycle. But short-form formats with more visual elements, interactive presentations and videos are especially effective early on."

C4D emphasizes an advanced lead-nurturing approach to aligning content with specific information needs of buyers at different stages of the purchase. "We work with brands to understand their unique value proposition and then help connect them to address business challenges their target prospects are dealing with in their industries. By making sure content is relevant and compelling to buyers, our clients have seen substantially higher results in generating qualified leads, and converting more of those leads to deals."



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