

# Overview



**TWO FEET IN THE SAND, LLC**  
EXPERIENTIAL MARKETING SOLUTIONS

**TWO FEET IN THE SAND, LLC** is not another agency. It's the *place for experiential marketing solutions*. Through our consulting and strategic advisory services, we help our clients connect one-on-one with consumers to build brand loyalty by designing innovative and cost effective programming, ensuring flawless execution, and driving success.

## WHAT WE DO

We provide effective experiential marketing solutions for brands, sponsors, and agencies by assessing needs and recommending innovative options to maximize value and achieve successful results. We *"do the right thing"* by pairing the right client, with the right agency. Then we design the right strategy, execute the right program and deliver the right results.

## OUR SERVICES

- **Experiential Marketing Expertise**
  - Marketing strategy, program design, budget, integration, agency selection
- **A Catalyst for Change**
  - Creative thinking, third party objectivity, innovative programming, objective prioritization
- **Current Program Assessment**
  - Agency assessment, existing program review & evaluation, problem solving, recommendations
- **Program Development and Execution**
  - Recruiting, staffing, training, guidelines, procedures, technology, reporting, data capture



## WHO WE ARE

**Mark Greenspahn** is the owner and founder of Two Feet in the Sand, LLC. Formerly Director of Contemporary Event Marketing at Anheuser-Busch, Inc., he leverages the knowledge, experience, and relationships built over many years to help brands, sponsors and agencies strengthen consumer connections.



## OUR SPECIALTIES

- **Mobile Marketing Tours**
- **Special Events**
- **In-store Promotions / Sampling**
- **On-premise / Nightlife Marketing**
- **Corporate Tours and Hospitality**
- **Customer Service Strategies**
- **Customer Relationship Management**
- **Execution Plans / Materials**

Let us help you develop a customized *E4 Consumer Connection Strategy to Entice, Excite, Engage and Embrace* your customers while delivering a consistent message tied to the brands overall strategic positioning. This strategy is a direct link to program success, with integration into the total marketing plan. It's an extension of the messages from your television, radio, print, outdoor, and online campaigns.

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