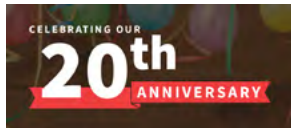


Red House B2B Marketing Celebrates 20th Anniversary



Red House B2B Marketing celebrates 20 years of results.

ATLANTA – August 25, 2021 – Red House, an award-winning B2B marketing firm, is celebrating its 20th anniversary—or as clients might say, 20 years of results.

Red House opened on March 1, 2001 in downtown Alpharetta, central to the B2B corporations that were situated along the area’s fiber optic infrastructure. After a couple of substantial account wins, the agency began gaining recognition in a range of industries including fintech, healthcare, manufacturing, medical device, professional services, technology and telecommunications.

Early on, Red House was recognized nationally by the Business Marketing Association for Best of Division in Lead Generation, and has since been named among the nation’s top B2B agencies by B2B Marketing, Chief Marketer and Medical Marketing & Media.

“The past 20 years have been quite an adventure; we’ve seen events like September 11 and the dotcom bubble, the financial crisis and most recently the Covid pandemic, alongside the mass adoption of marketing technologies and the rise of social media and AI,” said Dan Hansen, founder and senior partner. He added, “We’re excited about the future, and we’ve assembled the capabilities and team to ensure we maintain our strategic edge for the next twenty years.”

To commemorate this milestone, Red House assembled a selection of case studies, a creative showcase, and thought leadership materials from our first twenty years, which can be found [here](#). The agency was also recently featured in an article on “The blurring lines between ABM and demand gen” which may be accessed [here](#).

ABOUT RED HOUSE

Red House B2B Marketing helps clients achieve their goals through strategic, data-driven marketing programs that drive profitable results. The agency is a full-service firm offering integrated solutions like account-based marketing, content and digital marketing, and services such as analytics, automation, creative and website development. To learn more, visit www.redhouseb2b.com.

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