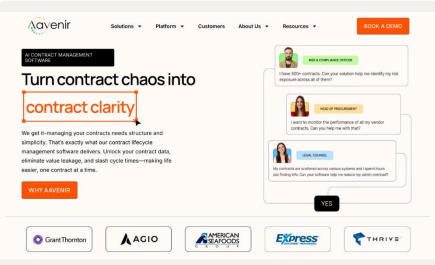
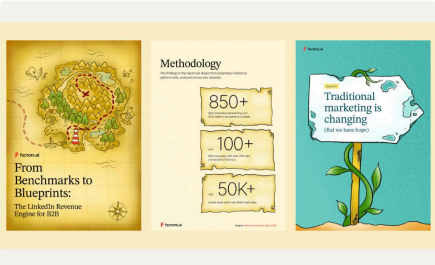
neon trumpet. × everything design

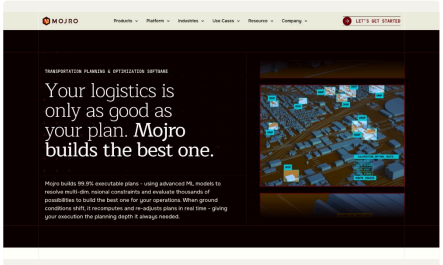
Brand and marketing that work like clockwork

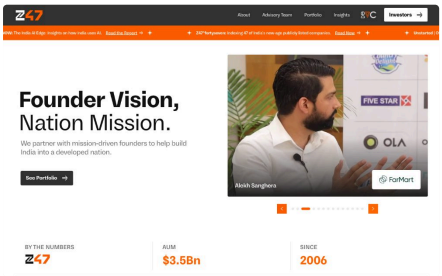
Strategy, brand, website and go-to-market. One team.

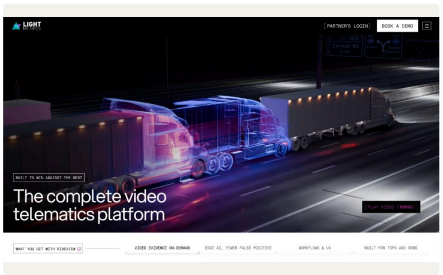
WORK WE DID TOGETHER

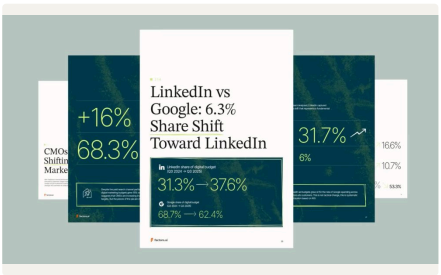












Growing a B2B company takes four kinds of agency

AGENCY 1

01

Brand strategy

Positioning, messaging, verbal and visual identity.

AGENCY 2

02

The website

Where every buyer checks you out before they call.

AGENCY 3

03

Go-to-market

Where you show up, and how buyers find out you exist.

AGENCY 4

04

The marketing engine

The stack, performance marketing, SEO and AEO, email.

You'd typically hire a specialist agency for each of them.

AND EVERY HANDOVER COSTS YOU

A debrief. Context resurfaced. The story retold, a little worse each time. Your buyer never sees the handoffs, only what reaches them.

neon trumpet. × everything design

NeonTrumpet × Everything Design. One team, from positioning to pipeline.

Brand, website, go-to-market and the engine that runs it, built by people who already work together. It started with Aavenir. Six joint clients since.

Aavenir
WHERE IT STARTED

MasterSoft
IN PROGRESS

Mojro
POSITIONING AND WEBSITE

Factors AI
RESEARCH REPORTS

Z47
WEBSITE AND HUBSPOT

Light Metrics
BRAND, WEBSITE, HUBSPOT

Who does what. And what we do together.

everything design

- → Brand strategy
- → Naming
- → Identity
- → Websites, designed and built in Webflow or Astro
- → Film

Together

Positioning and messaging. The story everything else is built on.

neon trumpet.

- → Product marketing
- → GTM strategy
- → SEO and AEO
- → Content and LinkedIn
- → Sales enablement
- → HubSpot and marketing infrastructure, as a HubSpot Platinum Partner

Story first. Then visibility. Then pipeline.

01 Strengthen the foundation

TOGETHER
Positioning and messaging

EVERYTHING DESIGN
Visual identity and brand system, then the website

NEONTRUMPET
Sales enablement

02 Establish the presence

NEONTRUMPET
SEO and AEO, content, LinkedIn, analyst relations, PR

EVERYTHING DESIGN
Brand campaigns and film

03 Build the engine

NEONTRUMPET
HubSpot, signal-based outbound, ABM, performance marketing

Most B2B marketing fails because the work happens in the wrong order. This is the order.

Operators do the thinking.
Agents do the grunt work.

Senior people on every engagement. Purpose-built agents take the audits that used to take weeks, so senior time goes into strategy.

MARKETING OPERATIONS

NeonTrumpet

Operators who have owned revenue targets. Positioning, GTM, sales enablement, HubSpot, LinkedIn and ABM.

BRAND STRATEGY AND DESIGN

Everything Design

Brand strategy, design, and websites in Webflow or Astro.

HUBSPOT AUDIT AND IMPLEMENTATION

Neome

Audits your HubSpot end to end and runs Sales and Marketing Hub implementations. Built by a Platinum partner.

AEO AND SEO AUDIT

Radar

Crawls your site, scores technical and content gaps, and ranks what to fix first so you show up on Google and inside LLM answers.

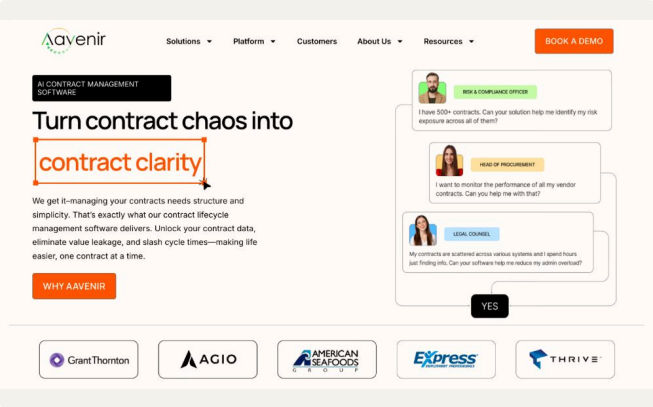
CONTENT IDEAS

Quill

Turns your positioning, customer calls and market signals into a steady pipeline of content ideas your buyers actually want to read.

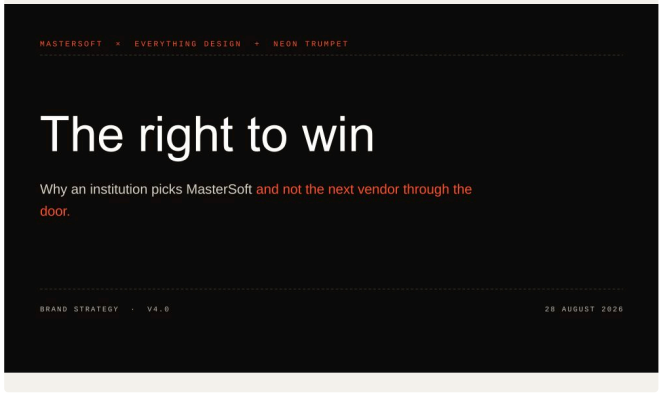
PARTNERS HubSpot factors.ai Webflow

Six clients. Both teams on each.



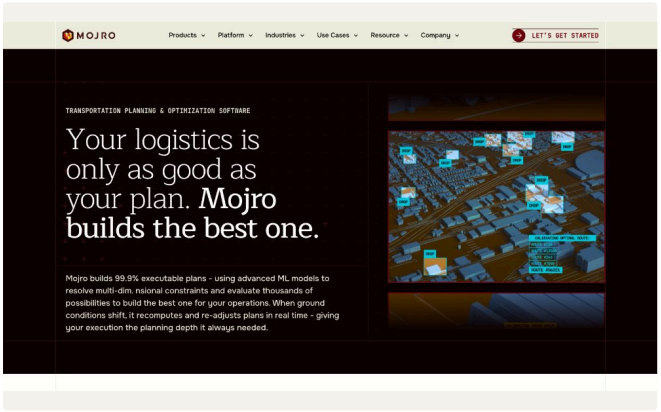
Aavenir

ED Visual language and messaging
NT Where the partnership began



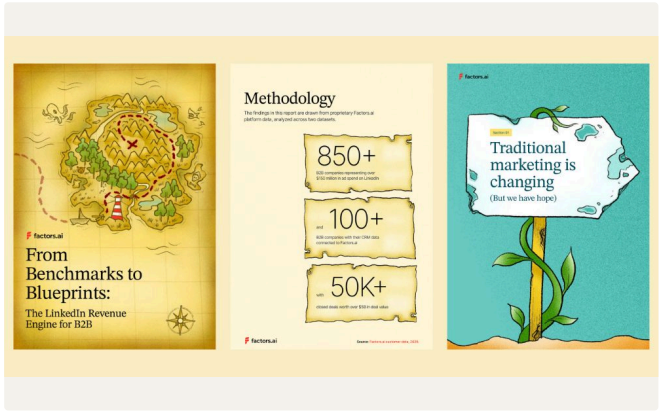
MasterSoft

ED Complete brand transformation, in progress
NT Joint engagement



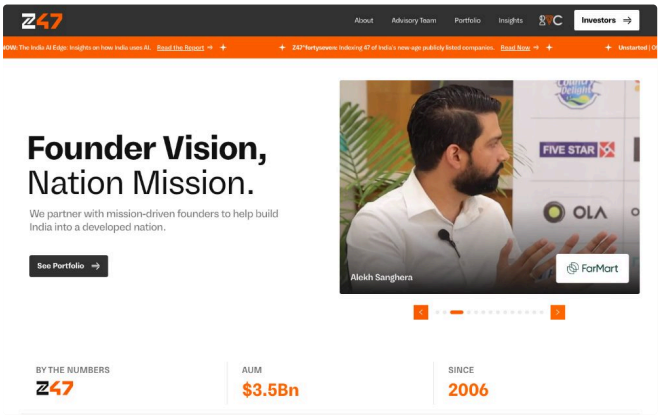
Mojro

ED Website
NT Positioning refresh



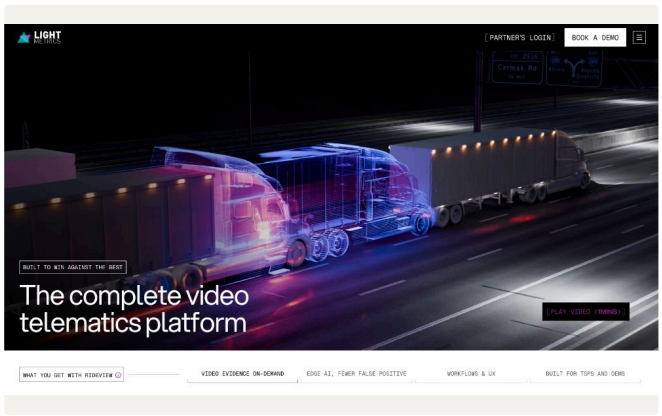
Factors AI

ED LinkedIn research reports, designed
NT The reports, written; sales enablement and positioning



Z47

ED Website and the India AI Report
NT LinkedIn ads, email, HubSpot



Light Metrics

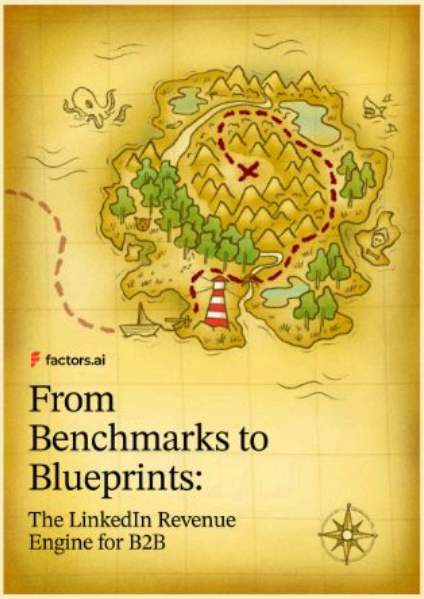
ED Brand refresh and new website, launching
NT HubSpot

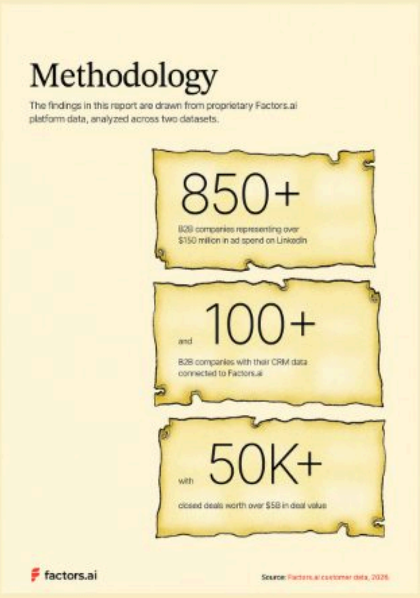
REPORT DESIGN · CONTENT · POSITIONING

FACTORS AI · B2B MARKETING ANALYTICS ↗

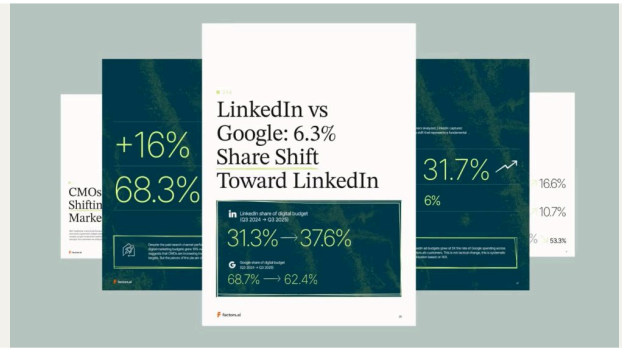
NeonTrumpet writes it. We design it.

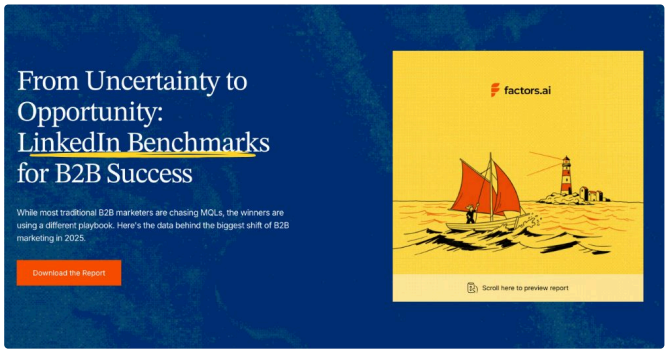
Factors AI's LinkedIn research: two reports so far. The second, From Benchmarks to Blueprints, runs to 73 pages, drawn from 850+ B2B companies (Factors AI's figures).









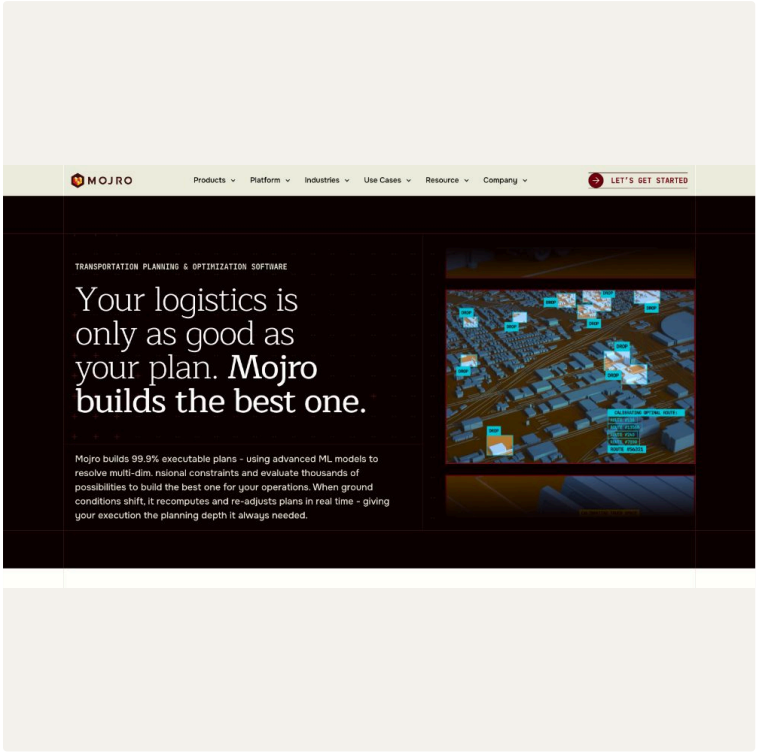


WE DID	Report design, both editions.
NEONTRUMPET DID	Wrote the reports. Also sales enablement and positioning for Factors AI.
SINCE	Factors AI came back for the second report.

Their positioning, our design

NEONTRUMPET · POSITIONING REFRESH · EVERYTHING DESIGN · WEBSITE

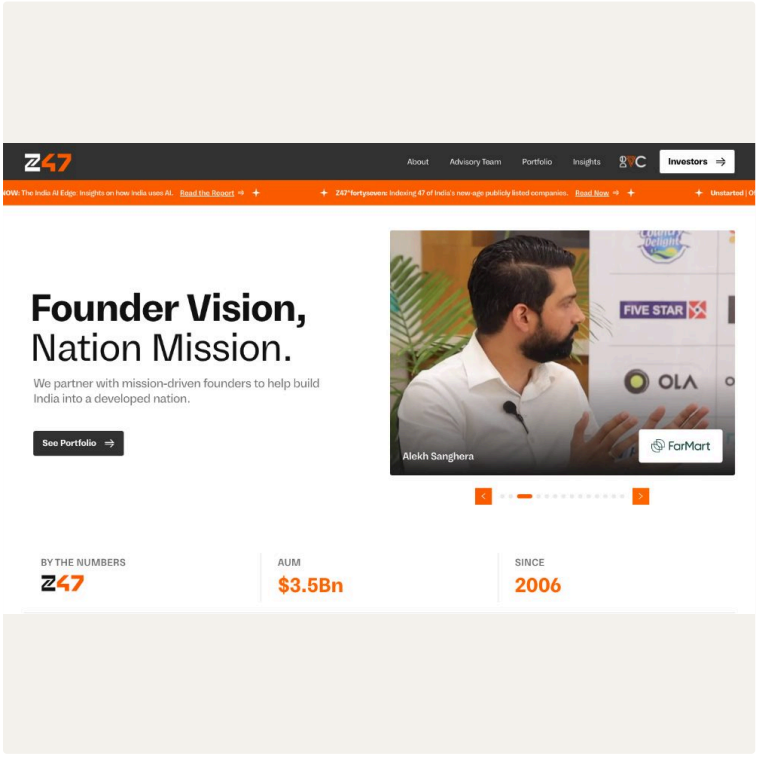
Mojro ↗



Mojro plans logistics with machine learning: route, schedule, load and sequence, optimised together. NeonTrumpet refreshed the positioning; we designed and built the website in Webflow.

NEONTRUMPET · LINKEDIN, EMAIL, HUBSPOT · EVERYTHING DESIGN · WEBSITE, INDIA AI REPORT

Z47 ↗



Venture capital, formerly Matrix Partners India. We designed and built the website and the India AI Report; NeonTrumpet runs LinkedIn ads, email and HubSpot.

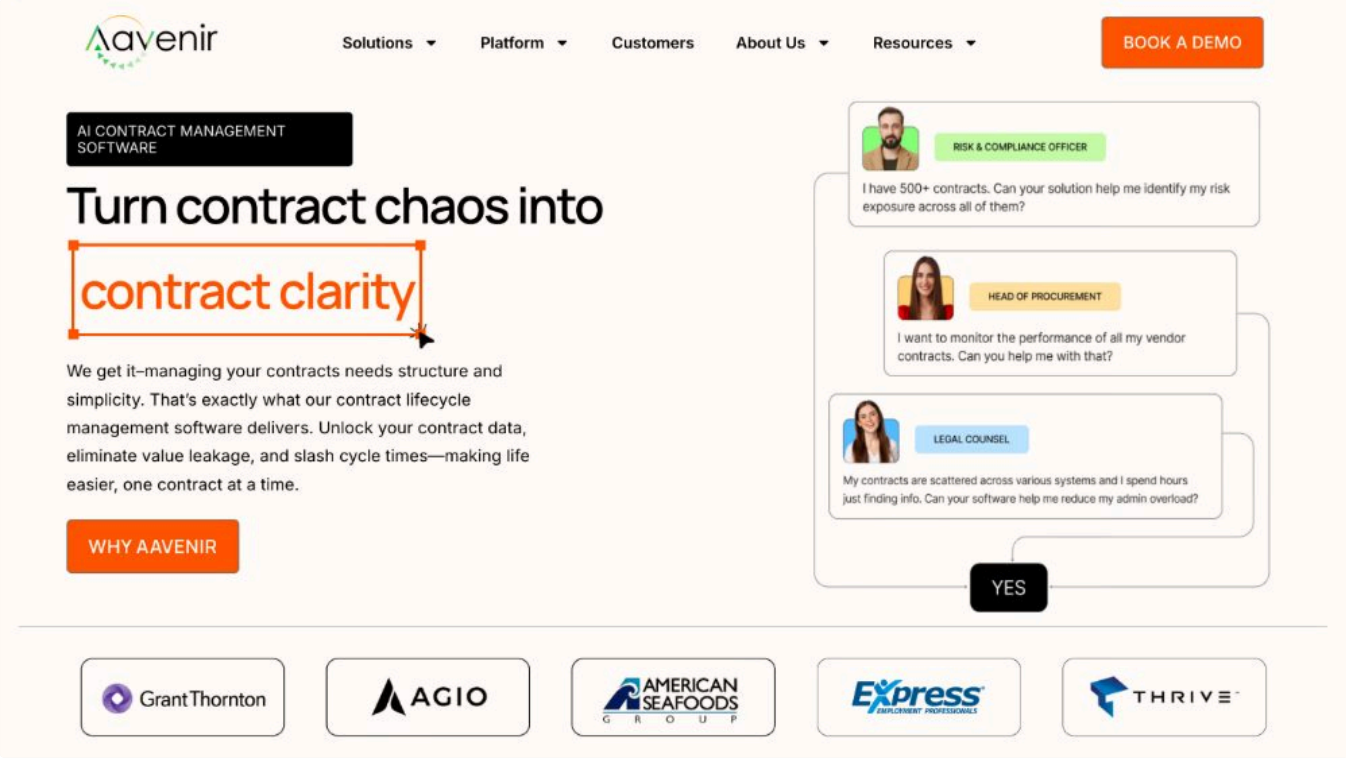
> "Breathed new life into a tired, old design and were able to transform our brand, colours and type into a vibrant, living thing!"
>
> Madhavi, Z47, on our designers Zakia and Athira

VISUAL LANGUAGE · MESSAGING · WEBSITE

AAVENIR · AI CONTRACT LIFECYCLE MANAGEMENT ON SERVICENOW ↗

Where it started

We kept the logo and rebuilt everything around it: the visual language, then the messaging across five products, then aavenir.com. Reza was Aavenir's CMO.



SINCE — The new messaging directly contributed to multiple leads converting.

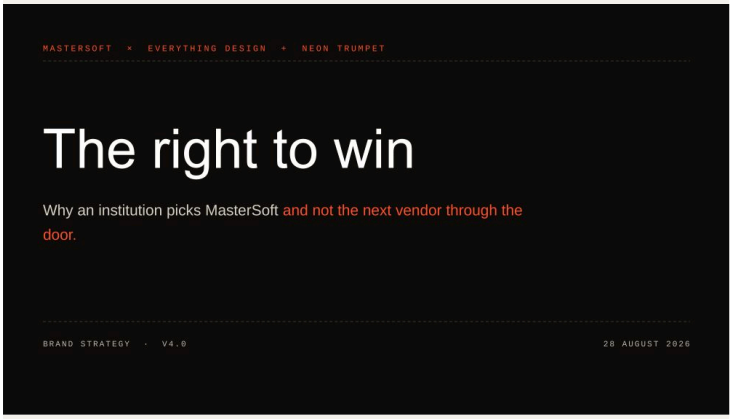
It started here. Six joint clients since.

Aavenir	Factors AI	Mojro
Z47	Light Metrics	MasterSoft

Also together

COMPLETE BRAND TRANSFORMATION · IN PROGRESS

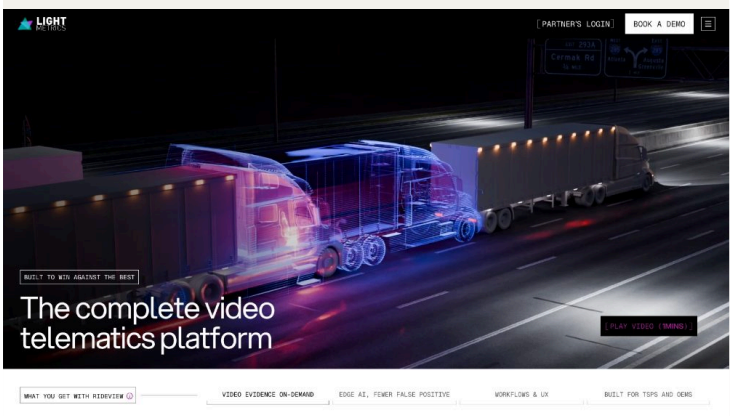
MasterSoft ↗



Higher-education software used by 1,100+ institutions (their figure). Brand strategy, identity, website, space design and sales collateral, with NeonTrumpet. The strategy is done; the rest is being built now.

BRAND REFRESH · NEW WEBSITE · HUBSPOT

Light Metrics ↗



Edge AI for fleet safety. We refreshed the brand and its archetype, and designed and built the new website, launching now. NeonTrumpet implemented HubSpot.

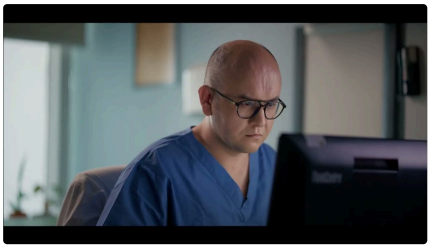
What changed after we shipped



Easier sales calls

“Conversations with our clients have become so much more easier now.”

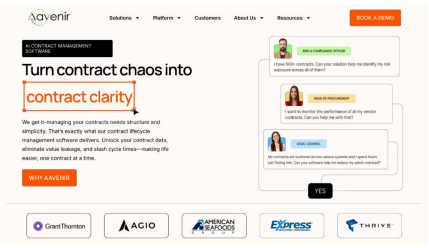
SEVENLOOP · EVERYTHING DESIGN



First US client

Closed a couple of weeks after they first showed our product film.

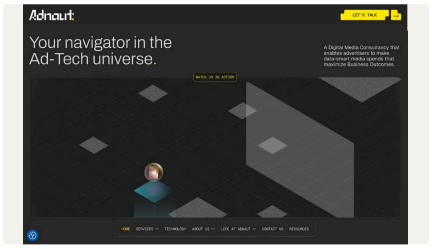
CLOUDPHYSICIAN · PRODUCT FILM



Leads converting

The new messaging directly contributed to multiple leads converting.

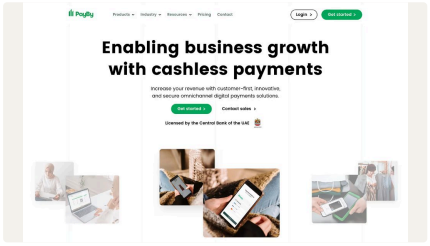
AAVENIR · JOINT



40 to 60% better

Bounce rate and session time, by their own measurement.

ADNAUT · EVERYTHING DESIGN



Signups up

So many that the fraud team had more to screen.

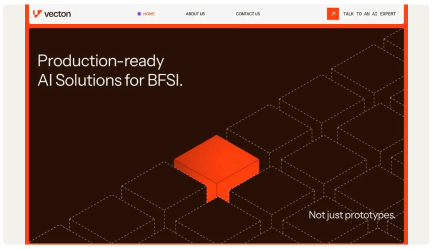
PAYBY · EVERYTHING DESIGN



1.5 to 2.5 min

Session time after the new website launched.

INDIAN VCS · EVERYTHING DESIGN



Better hires

Candidates arrive having understood the business from the website.

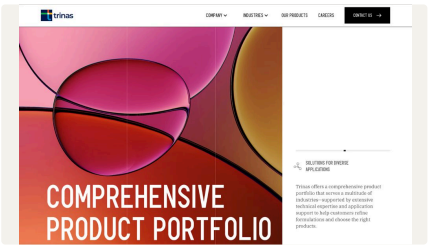
VECTON · EVERYTHING DESIGN



Seen in sales

“Broadly we’re also seeing it in sales.”

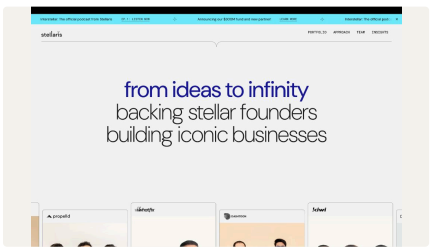
CUZOR LABS · EVERYTHING DESIGN



People want in

“A lot more people are trying to be associated with us now.” Khurram Syed

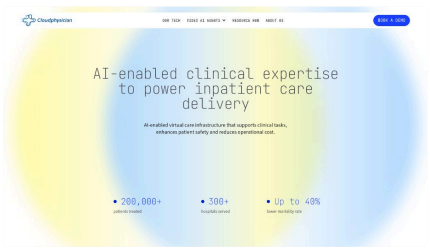
TRINAS · EVERYTHING DESIGN



People asked who made it

“We got six or seven messages asking who our agency was.”

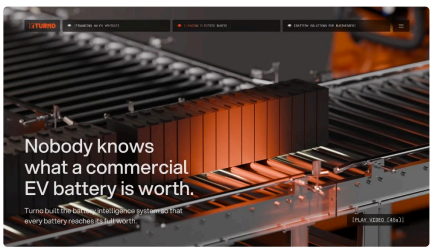
STELLARIS · EVERYTHING DESIGN



Understood in the US

After the website rebuild, US prospects said: “I understand what Cloudphysician does and what problems you solve.”

CLOUDPHYSICIAN · WEBSITE



People want to join

After launch, people told the team they wanted to work in the battery space after seeing it.

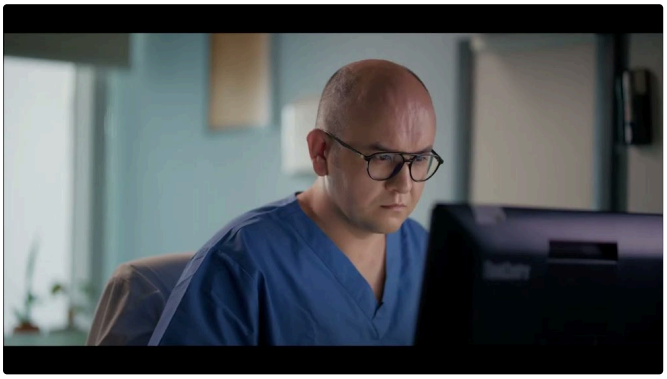
TURNO · EVERYTHING DESIGN

PRODUCT FILM · BOOTH · BRANDING · WEBSITE

CLOUDPHYSICIAN · HEALTHCARE AI · BACKED BY PEAK XV ↗

“If the heart rate was 120, it had to be 120. Not 100.”

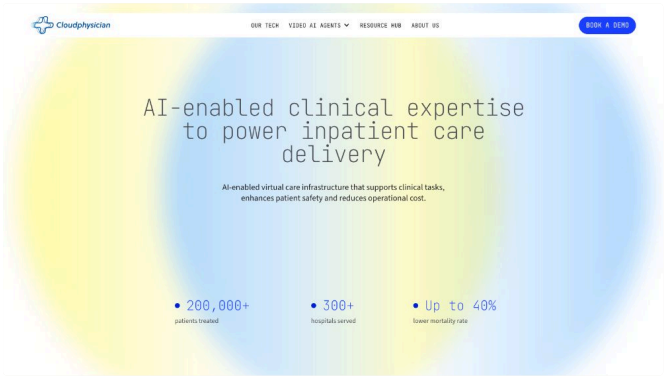
Ayesha Gopal, Chief of Care Center & Model Factory. A first US conference, a room of ICU clinicians, days to go. We rewrote and reshot until every clinical value was exact.



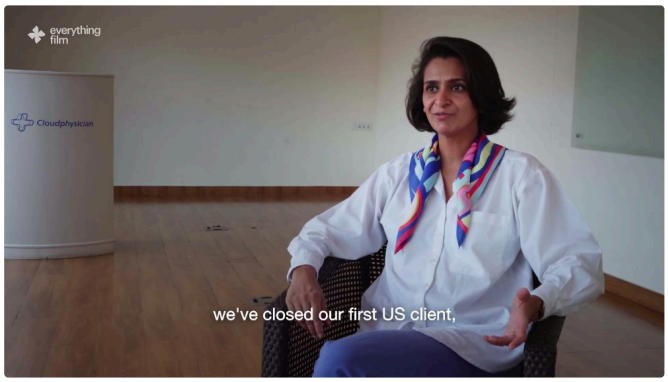
THE PRODUCT FILM · WATCH



BOOTH DESIGN · FIRST US CONFERENCE



THE WEBSITE · CLOUDPHYSICIAN.AI



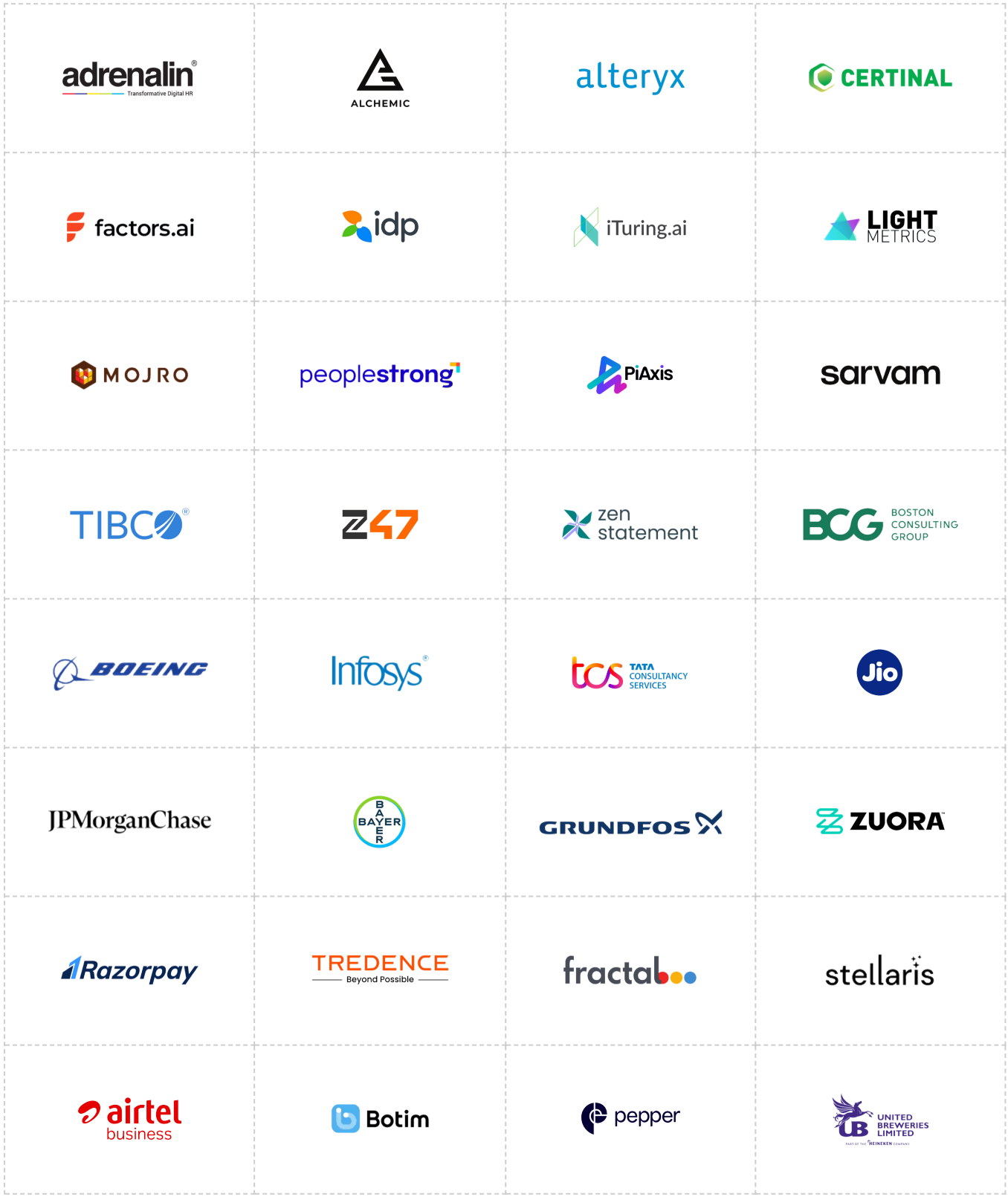
AYESHA, ON CAMERA FOR US · WATCH

SINCE

The first time they showed the film, they closed their first US client.

Some names you'll know

CLIENTS OF NEONTRUMPET AND EVERYTHING DESIGN



The people you'll actually work with

neon trumpet.



Paula Simpson
Co-founder & CEO



Mohamed Reza
Co-founder & CMO



Arpit Purohit
Product Marketing Head



Tanvi M
Senior Product Marketer



Aditya Singhal
HubSpot Consultant



Bhargav Ayyangar
Strategy & Analyst Relations



Parivesh Agarwal
Senior Product Marketer



Neha Bhatnagar
Senior Designer



Ummul Baneen
Product Marketer

everything design



Mejo Kuriachan
Co-founder & CEO



Ekta Manchanda
Co-founder & Principal Designer



Sijeesh VB
Lead Strategist



Arpan Sen
Chief of Staff



Sanjana Hmath
Lead Designer



Athira Krishnan
Lead Designer



Saurabh Chakradhari
Head of Development



Swathi Mohan
Content Strategist



Felix Hartley
Creative Director



Tejus Yakhob
Creative Director

neon trumpet. × everything design

The first call is with the people who'll do the work



Mohamed Reza

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Sijeesh VB

EVERYTHING DESIGN · LEAD STRATEGIST

hello@everything.design