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**Photos:** <http://www.bldpressroom.com/bld/the-network-one>

**BLD Marketing Augments Global Capabilities and Reach,
Joins thenetworkone**

*– Pittsburgh-Based Agency Now Partnered with 1,600 Marketing Firms Across the World –*

**PITTSBURGH, PA…** [BLD Marketing](http://www.bld-marketing.com/), a results-based, digital-first, full-service strategic marketing agency serving the building materials category exclusively throughout North America and abroad, is now offering its clients and prospects even broader global reach following the firm’s recent enrollment in [thenetworkone](http://www.thenetworkone.com/). Headquartered in London, thenetworkone is the world’s largest network of independent advertising, marketing, and public relations agencies. The organization counts 1,600 independent firms representing 120 countries as its members. Because of this, thenetworkone provides BLD Marketing’s clients with the ability to leverage marketing talent and expertise in nearly any geography, including Central and South America, Europe, the Middle East, and Asia.

“At BLD Marketing, we represent many clients with interests and business opportunities that stretch well beyond our borders. Thanks to our membership in thenetworkone, we can tap into local talent across the globe by partnering with agencies that work in those regions. Those firms employ practitioners who speak the language and understand the marketing paradigm in a different geography,” said David Sladack, president of BLD Marketing. “This represents a true value proposition to our clients who are expanding globally or acquiring businesses internationally. We develop and manage the strategy for them, and we extend our reach by tapping into the expertise of a local agency in an international market.”

As an agency that specializes in marketing for building materials manufacturers, BLD Marketing anticipates that its membership in thenetworkone will also represent business development opportunities for the rapidly growing firm.

“There are plenty of building products brands that seek to enter the North American market but lack the granular knowledge to take full advantage of the opportunities here,” added Garrett Andrae, creative director for BLD Marketing. “As members of thenetworkone, BLD Marketing can serve as a go-to agency for these companies, leveraging our specialized expertise for their benefit. We see it as a linchpin in our ongoing effort to grow.”

As members of thenetworkone, team members at BLD Marketing will also have the opportunity to participate in networking events abroad and remote training opportunities.

“As a new member of thenetworkone, BLD Marketing brings highly desirable expertise to the table as a specialized agency that has a firm understanding of audiences in the building and construction industry – from architects and specifiers to builders, contractors, installers, dealers, homeowners, and more,” said Julian Boulding, co-founder of thenetworkone. “We welcome them to the roster of firms in our network and look forward to their contributions.”

For more information on thenetworkone, visit [www.thenetworkone.com](http://www.thenetworkone.com).

For more information on BLD Marketing, visit [www.bld-marketing.com](http://www.bld-marketing.com).

**About BLD Marketing:**

BLD Marketing is a results-based, digital-first, full-service strategic marketing agency exclusively serving the commercial and residential building materials category. We offer a portfolio of strategic marketing services and implementation capabilities to help our clients build, grow, and optimize a healthy digital marketing ecosystem, leading to quicker growth rates and higher profitability. Visit: [www.bld-marketing.com](http://www.bld-marketing.com)

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