



Random by name.
Intentional by nature.

RANDOM started in 2020, when marketing needed more empathy, not noise. After leaving a startup, our co-founder and CEO Lauren paused to consider what came next. A former client called with a new venture. One project became two. Then three. Momentum followed.

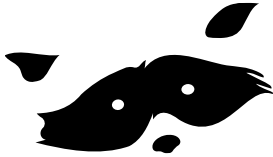
Today, we're a women-owned, women-led boutique agency built for focused growth. We partner with brands navigating complexity and build systems that drive momentum and endure. Boutique is the point.

BUILT FOR WHAT'S NEXT

Most agencies are still optimizing for Google. We're already optimizing for the AI tools your customers are using to find you.

Our proprietary platform, Lighthouse, audits brand visibility across ChatGPT, Perplexity, Google AI Overviews, and more, giving you a clear picture of where you show up and where you don't.

SELECT CLIENTS —



NEW BUSINESS INQUIRIES:
Lauren Patterson, lauren@thatrandomagency.com
thatrandomagency.com

WHAT WE DO —

- Social & Influence**
Social Strategy Organic & Paid
Social Creator Partnerships &
UGC Influencer Strategy
Performance Reporting

Brand & Identity
Brand Positioning
Messaging Frameworks
Visual Identity Systems
Brand Guidelines
- Digital Experience**
UX & UI Strategy Website
Design & Dev
Conversion Optimization
Audits & Behavioral Insights

Search & Performance
SEO & AI Search Visibility
PPC & Paid Search
Amazon Advertising
Keyword Intelligence
Media & Bidding Optimization

INDUSTRIES WE KNOW —

- Financial Services**
We've helped banks and wealth managers prove that finance doesn't have to be boring.
- Automotive & Mobility**
RAM Trucks, BorgWarner, Mazda. We speak fluent horsepower.
- Health & Thought Leadership**
We turned a doctor into a viral sensation with 10,500% TikTok growth.
- Hospitality, Food & Beverage**
We help food and hospitality brands tell stories that make people hungry.
- Personal Brands**
Olympians, authors, NFL players. We build platforms for people whose names are the brand.
- B2B & Professional Services**
We make B2B brands feel human.

LEADERSHIP —



LAUREN
PATTERSON
Co-Founder
Chief Executive Officer



JOHN
PATTERSON
Co-Founder
AI & Search Strategy



RYAN
ALLEN
Director of
Client Services

6

Years In Business

10

Team Members

65%

Women-Led

5+

Industry Awards

AWARDS & RECOGNITION —

