

## **BC-Based Amaranth Marketing Agency Debuts Specialized Digital Solutions for High-Ticket B2B Industries**

From recruitment firms to tech companies, Vancouver's newest marketing agency brings software engineering rigor to digital strategy with founder-led service, transparent pricing, and customizable packages designed for businesses ready to scale.



**Vancouver, British Columbia Feb 6, 2026 ([IssueWire.com](https://www.IssueWire.com))** - *From recruitment firms to tech companies, Vancouver's newest marketing agency brings software engineering rigor to digital strategy with founder-led service, transparent pricing, and customizable packages designed for businesses ready to scale.*

Amaranth Marketing Agency officially launches its comprehensive suite of digital marketing services tailored specifically for B2B and service-based businesses operating in complex, high-ticket sales environments. With a unique foundation in software engineering and years of hands-on digital marketing experience, the Vancouver-based agency addresses a critical gap in the Canadian marketing landscape: technically sound, strategically focused solutions designed for businesses that demand measurable results.

Founded by Nasrin Bastani, a software engineer turned digital marketing specialist and published author of "[Digital Age Authors: How to Gain an Audience for Your Work Online](#)", Amaranth Marketing Agency distinguishes itself through founder-led service and technical precision. Unlike traditional marketing agencies that rely on templated approaches, Amaranth builds custom strategies grounded in data, engineering principles, and deep understanding of B2B sales cycles.

"Too many businesses invest in marketing that looks good but doesn't perform," says Nasrin Bastani, Founder and CEO of Amaranth Marketing Agency. "We built this agency to bridge the gap between creative marketing and technical execution. Every website we develop, every SEO strategy we implement, and every campaign we run is built on a foundation of clean code, strategic thinking, and real business objectives."

### **Comprehensive Service Offerings for Canadian B2B Growth**

Amaranth Marketing Agency launches with three core service pillars, each offering tiered packages to meet businesses at every stage of growth:

[SEO Services](#) – Connecting Canadian businesses with ready-to-buy customers through specialized strategies that account for bilingual considerations, regional optimization, and Canadian search behavior. Packages range from foundational organic growth to elite authority-building with dedicated account management, video content creation, and comprehensive technical optimization.

[Web Design & Development](#) – Building SEO-optimized, conversion-focused websites backed by software engineering principles. Services include everything from starter WordPress setups to premium enterprise solutions featuring advanced integrations, CRM connectivity, and performance optimization that prioritizes Core Web Vitals and user experience.

[Instagram Growth & Social Media Management](#) – Transforming Instagram from a social platform into a reliable lead generation channel for B2B businesses. Contrary to popular belief that Instagram is only for consumer brands, Amaranth demonstrates how service-based businesses can leverage visual storytelling, targeted engagement, and strategic content to generate qualified leads.

Beyond core packages, Amaranth offers à la carte services including LinkedIn management, email

campaign design, podcast production (both AI-powered and traditional editing), explainer video creation, Google Business Profile optimization, and paid advertising management across Google, Meta, Microsoft, and LinkedIn platforms.

## **Industry Specialization That Matters**

Amaranth Marketing Agency focuses exclusively on three high-value verticals: recruitment agencies (non-finance and non-accounting sectors), technology companies, and finance firms. This specialized approach allows the agency to develop deep expertise in industries where trust, precision, and performance are non-negotiable.

"We deliberately chose not to be everything to everyone," explains Nasrin. "By specializing in complex B2B environments, we can deliver strategies that truly understand our clients' sales cycles, audience behavior, and industry-specific challenges. We don't work with B2C retail or consumer-facing services—we work with businesses selling sophisticated solutions to other businesses."

## **The Amaranth Difference: Founder-Led, Technically Driven**

What sets Amaranth apart in Vancouver's competitive marketing landscape is its commitment to direct, expert-led service. Clients work directly with Nasrin Bastani throughout their engagement—no account managers, no delegation to junior staff, and no runaround.

Joining Nasrin is Rezvan Bastani, Sales & Partnerships Strategist, who brings years of experience in relationship management, brand development, and strategic collaboration. Her background as a visual artist informs her approach to partnerships, viewing each client relationship through a lens of creativity and intentionality.

The agency's technical foundation manifests in every deliverable. Websites aren't just visually appealing—they're architected for speed, security, and search engine performance. SEO strategies aren't built on guesswork—they're data-backed, technically sound, and designed for long-term sustainability. Social media content isn't posted and hoped for—it's strategically planned, engagement-optimized, and conversion-focused.

## **Transparent Process, Measurable Results**

Amaranth Marketing Agency operates on a straightforward four-step process: Strategy Call (free 20-minute consultation), Custom Proposal tailored to specific business goals, Implementation handled entirely by the agency team, and Monthly Growth reporting with clear metrics and ongoing optimization.

"Transparency isn't just a buzzword for us—it's how we operate," says Bastani. "Clients know exactly what they're paying for, what results to expect, and how we're measuring success. If we're not the right fit, we'll tell you honestly and point you toward better resources."

Early client testimonials highlight the agency's impact. Surinder Kaila from Burke Recruiting notes, "The work Nasrin has done for Burke Recruiting has elevated our marketing efforts to new heights. Her creativity and dedication have made a real difference." Tina Burke adds, "She's dedicated, collaborative, and truly cares about delivering value. I would recommend her to any organization looking to elevate their marketing, SEO, or web development efforts."

## **Serving Vancouver and Beyond**

While proudly based in Vancouver, Amaranth Marketing Agency serves B2B and service-based businesses across British Columbia and nationwide. The agency's deep understanding of Canadian market dynamics, regional search behavior, and local business ecosystems positions it as a strategic partner for companies looking to expand their digital footprint.

Current availability is limited, as the agency takes on a select number of clients each quarter to ensure exceptional results and personalized attention.

### **About Amaranth Marketing Agency**

Amaranth Marketing Agency is a Vancouver-based digital marketing firm specializing in SEO, web development, and social media management for B2B and service-based businesses. Founded by software engineer and published author Nasrin Bastani, the agency combines technical expertise with strategic marketing to deliver measurable results for recruitment agencies, technology companies, and finance firms across Canada.

For more information, visit [www.amaranthmarketing.com](http://www.amaranthmarketing.com) or contact:

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