

MarketingOvation is a versatile marketing group specializing in innovative strategies, sales enablement tools, technical operations/implementation, and digital marketing services.

CUSTOMER FOCUS: Servicing a wide range of B2B and B2C customers including startups, small to medium size businesses, healthcare organizations, senior services, government, churches, non-profits, community organizations, trades, and service businesses.

INDUSTRY EXPERIENCE: Healthcare, aging industry and senior services, tradeshow and events, foundations, nonprofits, clubs/organizations, churches, festival organizers, boating industry, salons and spas, gifts and promotional items, landscaping, detailing, and more.

CORE SERVICES

Digital Marketing - Content strategy, creation, and management including Word Press, brand compliance, social media management, geofencing, and email marketing.

Print / Digital Design – Digital ads, business cards and flyers, directories, menus, programs, specialized mail campaigns, brochures, operations and user manuals, promotional items, form creation – with connections to designers and videographers.

Strategy - Brand development and style guides, value props, pitches, tag lines, research, personas/avatars, content creation, sales enablement tools, scripts, investor pitch decks, presentations, training videos, course creation, and reporting.

Event Marketing – From à la carte to full event management, association shows, local and national tradeshow and exhibits, strategy and execution, contract management, and more.

Looking for Applauseworthy Marketing that Puts a Spotlight on Your Company?

Let's Get Started: Ready for innovative, actionable ideas for improving your marketing? Schedule a \$99 new client strategy session. Visit www.marketingovation.com to book your appointment today.

Marketing Made Easy: How It Works



Every business is different. At MarketingOvation, we listen, evaluate, and tailor solutions to you. Whether you just need a little boost, or you want to hire us to walk with you in your marketing journey, we can help.

Let us help you establish your brand, build awareness, increase engagement, and improve your marketing operation.

For a quick and easy way to get started, choose any of our pre-planned packages to kick-start your project.

Not sure what you need? Book a \$99 strategy session to tell us about your situation, ask questions, and discuss the best option for you.

Our Guarantee: If you don't feel you have received \$99 worth of value in our first meeting, there is no charge to you.

Schedule a time to talk with us today by visiting www.marketingovation.com.

Smart Humans, Smart Tools

Our personalized approach to marketing means you get high-level service from experienced professional marketers. We have access to advanced tools, but we can also cut through the clutter to deliver exactly what you need.

About our Team:

With 20+ years of experience leading strategic marketing initiatives, driving client success, and fostering cross-functional collaboration, we are excited about the opportunity to bring our knowledge, dynamic leadership style, and strategic insight to your team.

Our team excels in developing the right messaging, designing innovative marketing campaigns, managing high-performing teams, and delivering impactful results across multiple channels, including digital, social media, SEO, and programmatic marketing. We've worked with \$0 budget startups and \$9 billion companies. Whether it's creating a strategic go-to-market campaign or building alliances with industry leaders, we find the most efficient, creative, and cost-effective way to help you achieve your marketing goals.

Core Expertise:

- Digital Marketing & Multi-Channel Campaigns
- Brand Messaging & Storytelling
- Content Creation
- Thought Leadership
- RFPs, Proposals & Sales Enablement
- Executive & Internal Communications
- Event & Trade Show Marketing
- UX & Website Strategy

Our team is eager to bring our passion for marketing to your company.

PACKAGED SERVICES MENU

Marketing Strategy Session

~ 1 hr | \$120

Let's dig in to your specific marketing needs, what's working, what could be better, and ideas you'd like to explore. We will listen and follow up with a report on our findings and recommendations after each meeting.

Social Media Strategy Session ~ 1 hr | \$150

A comprehensive discussion session to help you develop a social media strategy tailored to your brand.

Event Planning and ROI Consultation ~ 1 hr | \$120

Unless you exhibit at trade shows or conferences regularly, planning one can be a daunting task. You don't have to go it alone. Let's walk through it together to make sure you avoid costly mistakes and maximize ROI.

Messaging Consultation ~ 1 hr | \$120

Messaging impacts everything. It feeds your Tag Lines, Value Props, Personas/Buyer Avatars, Mission Statements, and More. All of your marketing relies on a strong foundation of messaging. If you need assistance with either new or improved brand or product messaging, let's brainstorm it together to ensure an authentic connection.

Social Media Evaluation ~ 30 mins | \$175

Our team will review your current social media presence to identify opportunities and make recommendations. This includes a 30 minute meeting and up to one hour of research. Need our help with regular posts? We have plans starting at \$99/mo.

Website or Collateral Review ~ 1 hr | \$150

Content gets stale, links broken, trends ignored, and opportunities missed. It's hard to critique your own work. Let our team do a one-hour review for immediate ideas for updates and fixes.

Technical Documents Review ~ 1 hr | \$150

Do your instructions make sense to a new user or those outside your industry? Let us review your proposals, SOPs, Operations Manuals, Instruction Guides, and more for readability, flow, grade levels, and visuals to help improve the connection with your users. Need help creating these documents? We can offer that too!

Marketing Technology Review ~ 1 hr | \$150

The right technology can save you time and money. Do you have the right tech for your marketing needs? Let's find out.

Marketing Technology Research ~ 1 hr | \$150

Have you heard about a new technology that might be helpful for your business, but you just don't have time to invest in evaluating it? Let our seasoned professionals find out if it does what you need.

General Marketing Services Block ~ 10 hrs | \$700

Whether you need help with ideation or execution, we can help. From content creation to implementation, we can help with emails, flyers, websites, surveys, focus groups, reports, video reels, and more. Prepay for a block of hours to receive our best rate.

Reporting and ROI ~ 1 hr | \$150

Do you need to prove the value of your marketing efforts to yourself or others? Understanding the measures and metrics matters. We offer guidance and can create custom templates for helping you prove your marketing efforts are making a positive difference.



How Can We Help?

Book your \$99 new client strategy session on the MarketingOvation website, email or call us today.

New Project Worksheet Tool

Business journeys work best with a destination in mind.

Your goals:

Clarity is key.

Your questions/concerns:

Budget considerations.

Please think through what you want to invest to implement a plan. We can also work with “zero budget” creative approaches, but knowing the budget will help us be better guides.

Deadline.

Are you working toward a particular event or other deadline. Please let us know.

We're pretty low key for a marketing company. We have always believed that when our clients win, we win. Let's partner together to manage, supplement, or guide your growth through innovative, thoughtful marketing.

Contact us today at www.MarketingOvation.com.