



Solution Overview

Marketing Outsource Partner

For Small & Mid-sized B2B Companies

Building marketing strength one solution at a time.

- ▶ step-by-step-guidance
- ▶ on-demand service
- ▶ pay-as-you-go pricing

outsourced marketing for business-to-business (b2b) companies



The business landscape changes daily. Is your strategic vision evolving with it? The range of new web-based business marketing tools grows daily. Combine this with the growing pressure to cut costs driven by the high-efficiency online marketplace, and managing day-to-day marketing challenges has become more difficult than ever.

Outsourced marketing puts the power of change in your hands. Designed for smaller corporations of all types, outsourced marketing provides your business with the benefits of a marketing partner working alongside you to build marketing strength without adding permanent staff.

moenconsulting provides services that help you make small, incremental improvements that can have a huge impact on your company. We are the only consulting company to offer pay-as-you-go marketing services designed to fit within the budgets of smaller companies.

Our services provide your organization with the tools you need to do more with your existing resources. Save time and money by streamlining important marketing processes. Demonstrate increased accountability and diversify your marketing methods. Think of an investment in our services as insurance for your organization's future.

"The value in working with you comes from your insights, experience and other intangibles that go far beyond the deliverables."

— Zak Ali, owner, eSided Business Solutions

"Thank you Kathryn. I appreciate all that you have done. The transition went smoothly and I have received a lot of compliments about the new site. It certainly would not have been possible without your expertise and patience."

— Jim, Shahda Investments

"I had a short deadline for the product. Kathryn worked closely with us to get it done on time and to the printers for a conference. Glad to have her working for us."

— Michael, multi-family security solutions

moenconsulting.ca

Introducing **Pay-As-You-Go** Marketing

the solution you need for **small business** marketing success

save time and money by streamlining your important daily processes

Our work defines and streamlines the marketing process. Marketing can be optimized to drive greater ROI by implementing the right combination of technologies and tools, and adapting them to your processes. Leveraging automated technologies and web-based services are just two methods that can help you position your company for future marketing success.

build on your internal strengths

By boosting marketing personnel performance more resources can be focused on attracting and retaining customers, and successfully competing with larger companies that are vying for your customers' business.

demonstrate increased accountability

Marketing is an investment in your business success. With many options for investment of business resources, senior executives demand validation of marketing decisions. Keeping them well-informed about your progress means employing accountability measures. To address these needs we design tracking, monitoring and reporting systems that demonstrate ROI and provide valuable insights into marketing effectiveness.

"Kathryn is one of the few people who I would recommend unequivocally."

— Tove Schultz, Marketing Manager,
ACR Systems Inc.

diversify your marketing methods

With more competition and increasingly sophisticated customers and prospects, B2B marketers are now challenged to explore more creative marketing strategies. We can infuse your marketing with effective techniques designed to fill the void left from decreasing sales in the current economy.

invest in your future

Imagine the momentum gained when your entire organization is working together, moving toward one common goal. That's the beauty of integrated marketing. Empower your staff to make smart marketing decisions immediately - without waiting for outdated reports or having to depend on inaccurate information from multiple databases. Processes aligned with corporate objectives and solutions you can trust will help you grow for years to come.

"Putting Kathryn on a project takes it to the next level and I don't have to think about it again, it's done!"

— Timothy Daum,
Plan B Group

moenconsulting.ca



Marketing Outsource Partner

the solution you need for **b2b marketing success**

major features to help ensure your success

targeted communication - One-size-fits-all no longer works in this age of information overload. Communications must address the unique needs of individual audiences to be effective. To differentiate your company from your competitors, we develop content that brands and positions your company and products, and communicates directly to the needs of specific audiences.

website - 90% of all B2B buyers search online first when looking for new products and vendors. Quality online content builds credibility, trust, and helps buyers build a business case for your products.

analytics - collection, measurement and analysis of online and offline metrics is vital for establishing benchmarks and performing ROI calculations.

clean data - poor quality data (dirty data) wastes time and resources and results in lower ROI. Fully leveraging the benefits of database marketing and automated solutions begins with cleaning up your data then working to prevent data decay.

email marketing - keep customers and prospects engaged with lead-nurturing and drip campaigns using automated pre-set triggers that eliminate repetitive tasks.

template development - quotes, proposals, data sheets and other documents are custom-designed to your corporate identity standards.

surveys - elicit valuable feedback for closing customer service gaps and gaining insights into market needs. Establishing a feedback loop supports a continuous process of positive change.

“I think the new brochure looks fantastic – the logo and typeface are really clean and modern looking, and the content is very benefit-led and sales-driven without being pushy.”

— Sara, Web Writer & Editor

“I learned more about marketing from Kathryn in 6 months than in my previous 10 years.”

— Chantell, Marketing Coordinator
Equipment & Tools Distributor

“Kathryn went above and beyond in seeking to understand our marketing needs. She produced extremely high-quality marketing pieces for us. Kathryn is the perfect balance of art and technical. We’ll definitely be using her again.”

— Eric, industrial IP security
camera solutions

“Working with Kathryn was a great experience and I am exceptionally pleased with the results.”

— Eric FitzPatrick, FitzPatrick
Insurance Solutions

moenconsulting.ca

“Kathryn, Thank you for the branding work on My Exit Strategies. Your creativity and suggestions saved time and money and we are thrilled with the results! I look forward to working with you again.

— Marilyn Strong,
Strongbiz

“It has truly been a pleasure working with you. You have been such a guiding force in my new endeavour and I am very excited about all the possibilities. Thank you!”

— Laura Arcangeli, Chef
Laura



implement with expert help every step of the way

We leverage our B2B marketing expertise and knowledge of small business to ensure your success.

Our clients include companies across diverse industries, typically ranging in size from 20 - 100 employees.

Our clients value our flexible on-demand services that they can draw on as the need arises and when staffing considerations and business cycles permit.

about us

Kathryn has over 20 years of marketing management experience in both corporate and entrepreneurial environments. Her work raised her awareness of the challenges faced by small marketing departments and has led her to take a holistic approach to helping her clients build marketing strength.

Kathryn and her network of experts provide team-based services on a project-by-project basis.

“Great job Kathryn! I have thoroughly enjoyed working with you and the end results have exceeded my expectations. Thanks for getting this off the ground.”

— Joe, Shahda Investments

“Thanks so much for doing this so spectacularly well and fast. You are truly amazing!”

— Tom, President, Corporate Communications Training

