



## Lydia's Marketing & Communication Consulting Services

10 years experience in B2B and Technology marketing

**20 years sales and marketing experience**

Strong content marketer and writer

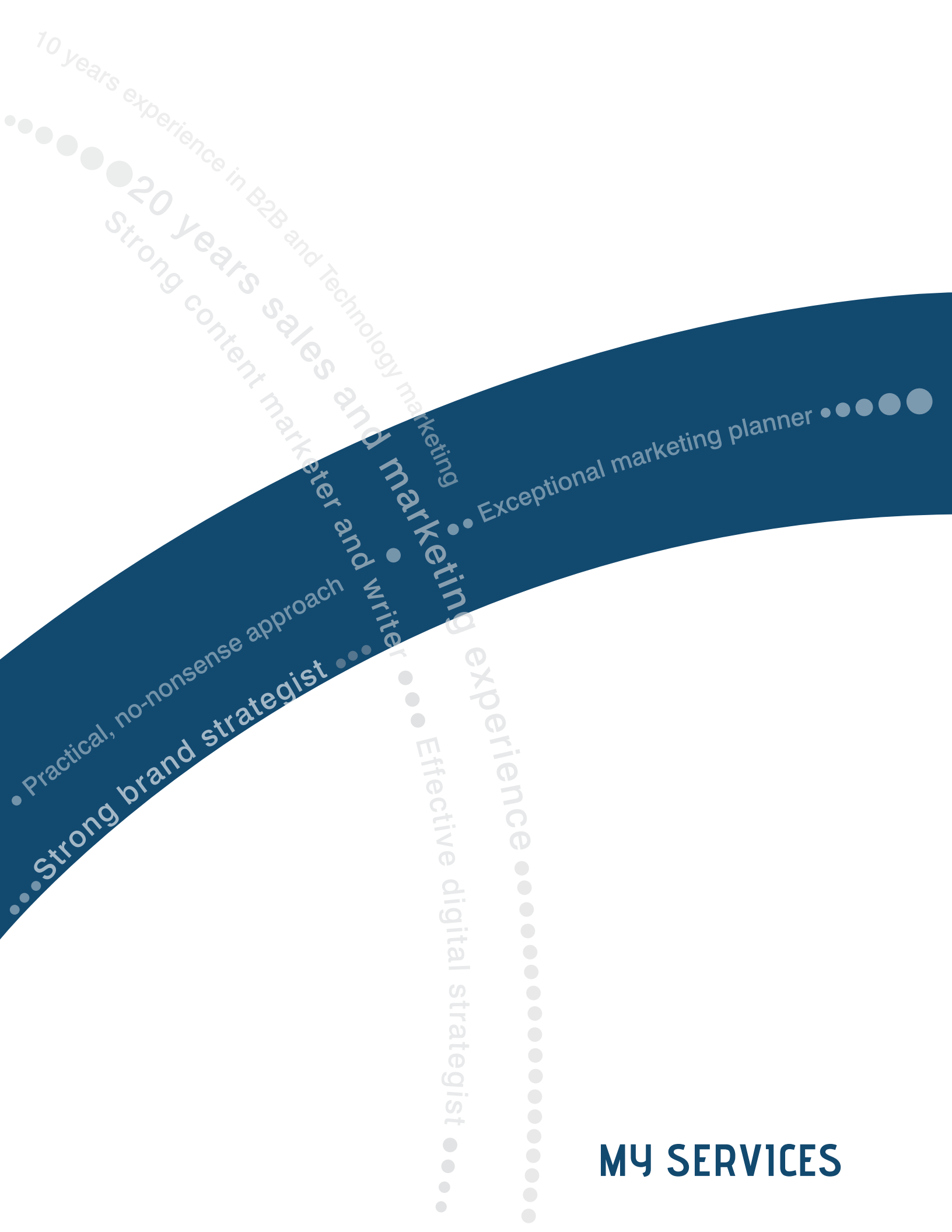
Exceptional marketing planner

Practical, no-nonsense approach

Strong brand strategist

Effective digital strategist

Helping B2B  
companies grow  
with high-quality,  
virtual marketing  
services



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MY SERVICES



### **On-demand guidance and advice**

Helping you crystallize concepts, accelerate decision-making and effectively oversee execution for faster ROI

**“I know the role marketing can play to drive business outcomes”**



### **Brand, messaging and marketing strategy**

Helping you figure out your brand position, story and messaging... as well as marketing's role to drive sales



### **Marketing planning**

Helping you figure out a detailed plan to make your presence known, generate leads and hold/accelerate interest

**“I know what works, how things get done and how much things could/should cost”**



### **Content and communications strategy**

Helping you bring consistency to how you talk about your value proposition and how you harness the power of Content + Social Media

Can also provide temporary or part-time marketing leadership to guide your team through implementation

# Example of a Brand Strategy & Messaging Project

## PROCESS AND COST EXAMPLE

Step
1. Initial strategic interview and discovery process
2. Organize, synthesize intel and data from discovery process
3. Discuss findings and initial framework for shaping the strategy and message
4. Review, discuss, iterate and decide unique value proposition, main message and brand "story"
5. Develop messaging framework and angles to inform talking points, copywriting and content
<b>Estimated Cost: \$1000-\$2000</b>



## OUTCOME

1

<b>Company Purpose/Mission</b>	What you stand for (help companies be 100% confident in their IT infrastructure)
<b>Brand Position Statement</b>	One sentence on the position you want to hold in people's minds and the essence of our promise (be IT infrastructure partner you can be 100% confident in)
<b>Why It's True</b>	<ul style="list-style-type: none"> <li>A summary of proof points that support your mission and position.</li> <li>We deliver success through our uncompromising determination to achieve excellence in everything we do.</li> <li>We are in constant search of new and superior solutions for both our clients and organization, we stay ahead of the times.</li> <li>We foster a culture of hard work, integrity and honesty – our character and actions establish and reinforce our good reputation.</li> <li>Our track record, our beloved employees.</li> </ul>
<b>Brand Attributes</b>	Attributes that reflect your belief system and brand personality (strong, robust, innovative, trustworthy, forward)
<b>Messaging Tone</b>	High level tone for your brand's messaging (We want to help educate and add value. We are thought leaders and problem solvers with a consultative nature worth having a conversation with and learning more about. Our brand is one worth engaging with because we can offer value, expertise and premium solutions.)
<b>Audience Promise</b>	One sentence that sums up your brand's promise (If you have a business or technology problem to solve, you will love working with XXX and

## Brand Strategy

What your brand is about and how you want to be perceived

2



## Messaging Strategy

The tenets of the value proposition

3

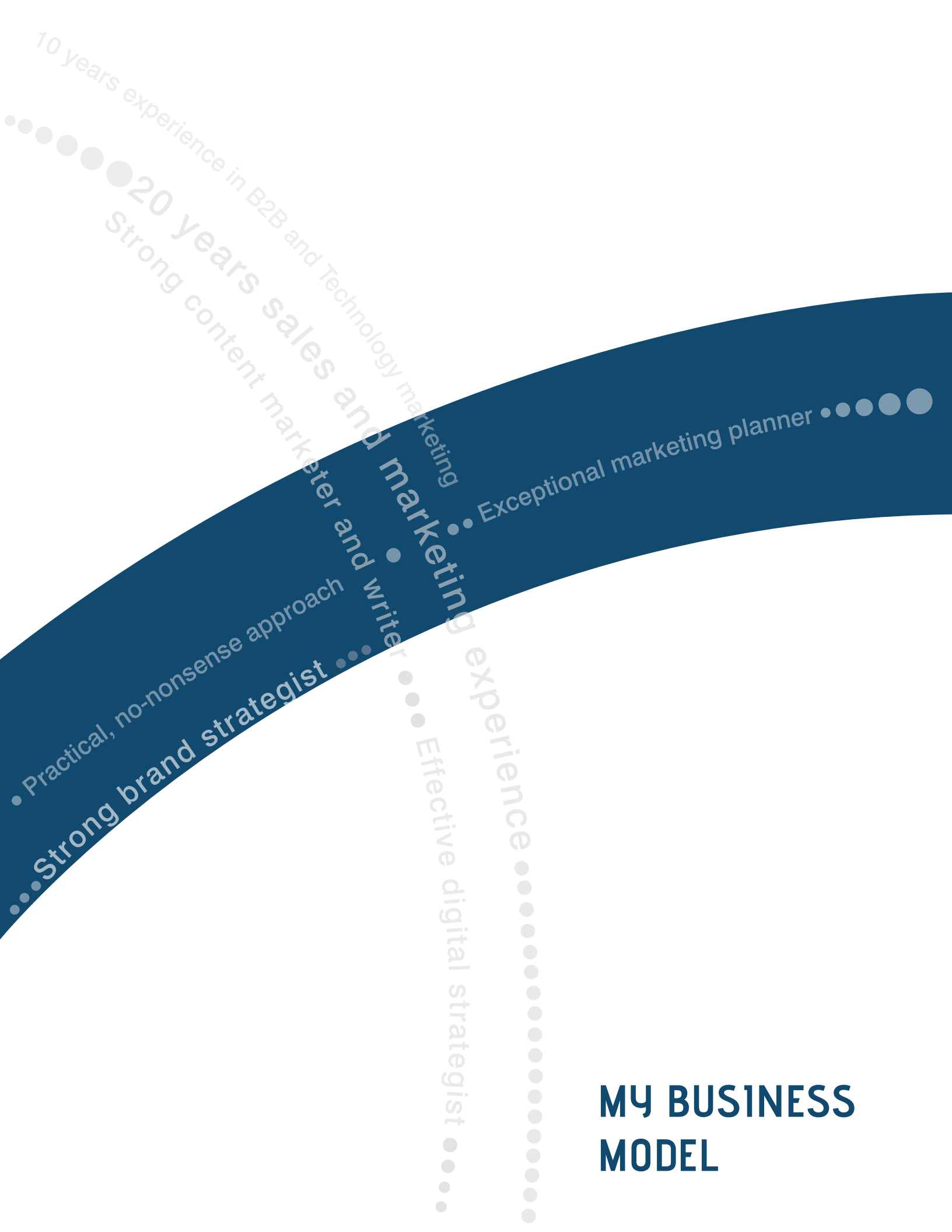
Primary Statement	The Message
What's the message that resonates most with your audience?	
Why are others (other than you) interested in this?	
What's the value proposition for your audience?	
Business function or address	
Some detail on your value proposition (Primary Messages and Supporting Messages)	

Elements of the **Brand "Story"** and high level messages for how to talk about them

4

Primary Message	Supporting Messages	Hard-hitting Messages	FAQ
Efficiently manage all business processes on one system for all users	<ul style="list-style-type: none"> <li>Dashboards at your fingertips – accessible from anywhere, at anytime, by anyone.</li> <li>Full transparency into critical data to make timely and accurate decisions.</li> </ul>	<ul style="list-style-type: none"> <li>Time of managing everything is back!</li> <li>With the data you need you can identify and automatically analyze customer insights!</li> </ul>	<ul style="list-style-type: none"> <li>Can I customize the dashboard?</li> <li>Can I give partial access to various users?</li> </ul>

**Messaging grid** that will give sales reps, copywriters and content developers high level direction



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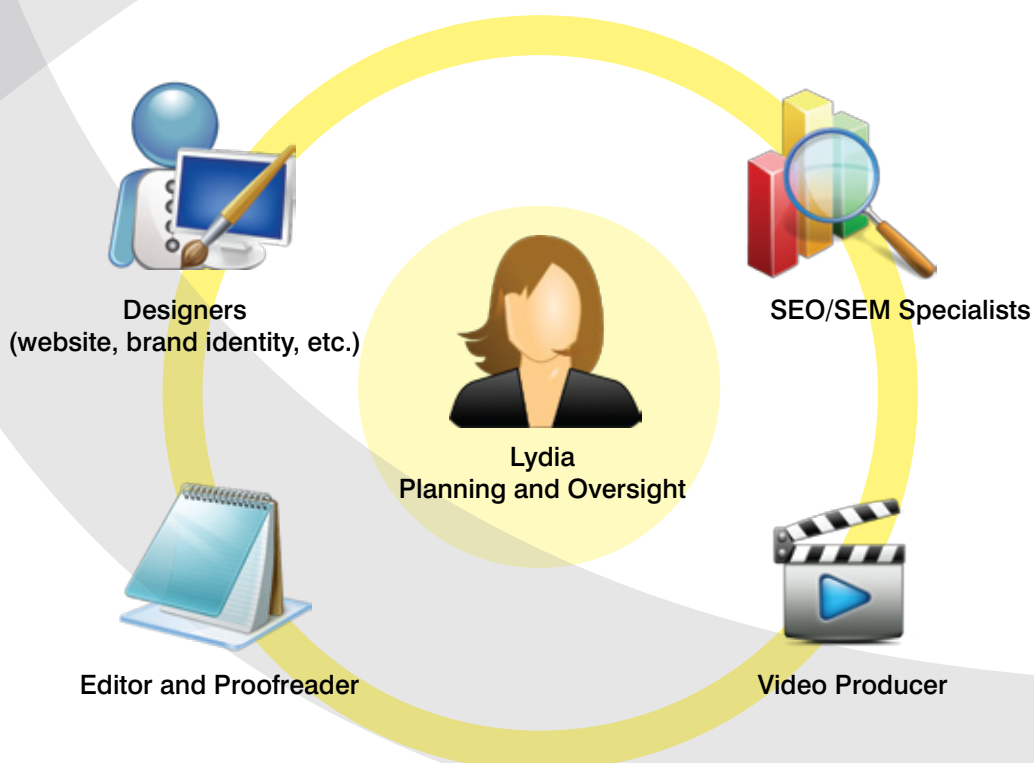
**MY BUSINESS  
MODEL**

# Frequently Asked Question: Are you a full-service marketing agency?

I am an independent marketing and communications strategist, planner and consultant, not a marketing agency.

1. For implementation projects requiring specialists for things like SEO, writing, lead generation campaigns, website development, etc., I can oversee the work with your team or agency partners if you need someone who knows what they're doing to guide the ship.
2. I can also help with content and writing, and give feedback to your team or agency partners as new content ideas are developed.

## Work I can help you oversee



# How we will work together

Most of the services I provide can be managed remotely with phone/ email, GoTo Meeting, Skype and other conferencing and document-sharing advancements.

If the scope of your work requires significant face time (e.g. to lead your marketing team temporarily or to interact regularly with your staff), I am available to travel to the client site for an extra fee.



Let me know how  
I can help.

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**Contact Information:**

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All services offered virtually from Rincon, PR  
with periodic travel to client site as needed.

