



Lydia's Marketing & Communication Consulting Services



Helping
companies grow
with high-quality,
virtual marketing
services

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“Thanks to Lydia we are, for the first time ever, implementing a solid plan that I am confident will be a boon to our organization’s growth. I highly recommend Lydia as a consultant and partner.”

C. White, SitePen

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“Lydia has been an invaluable resource in providing insightful consultation for our firm’s marketing efforts. Her understanding of the marketplace and its trends helped develop strategic messaging to address our top priority of growth.”

E. Burick,
Burick Communication Design



10 years experience in B2B and Technology marketing

20 years sales and marketing

Strong content marketer and writer

Exceptional communications planner

Practical, no-nonsense approach

Strong brand strategist

Effective digital strategist

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 communications 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 to your customers and employees, as well as how you harness the power of Content + Social Media

Can also provide temporary or part-time leadership to guide your team through implementation, or I can pinch-hit on various projects (e.g., internal & change management communications, product rollout plans, executive & sales presentations, content development plans, video storyboards, case study creation and more).

Example of a Brand & Messaging Strategy Project

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



OUTCOME

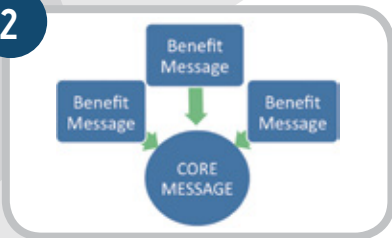
1

Company Purpose/Mission	What you stand for (help companies be 100% confident in their IT infrastructure)
Brand Position Statement	One sentence on the position you want to hold in people's minds and the essence of our promise (for IT infrastructure partner you can be 100% confident in)
Why It's True	A summary of proof points that support your mission and position. <ul style="list-style-type: none"> We deliver success through our uncompromising determination to achieve excellence in everything we do. We are in constant search of new and superior solutions for both our clients and organization; we stay ahead of the times. We foster a culture of hard work, integrity and honesty – our character and actions establish and reinforce our good reputation. Our track record, our beloved employees.
Brand Attributes	Attributes that reflect your belief system and brand personality (strong, robust, innovative, efficient, forward)
Messaging Tone	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 premier solutions.)
Audience Promise	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 across all touchpoints?	
Why are others (not you)?	
Supporting messages that reinforce the primary statement and messaging tone	
Business function or address	
Some detail on your value proposition (the message, benefits and expertise) (The Why)	

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

4

Value Prop Tenet	Primary Message	Supporting Messages (What's in it for us?)	Hard hitting Messages	FAQ
All in one platform	Effortlessly manage all business processes on one system for all users	Dashboard at your fingertips – accessible from anywhere, at anytime, by anyone. Full transparency into critical data to make timely and accurate decisions.	Tired of managing everything manually?	Can customer service be done better?
			With the data you need now readily and automatically available, what's the alternative?	Can you get better answers to service your client?

Messaging Framework

that gives sales reps, marketers and copywriters direction for talking points and communications



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*“Insane value. Incredible personality.
I will definitely be working with
Lydia again.”*

— J. Klenoff

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*“Lydia’s marketing talent is
considerable. In a short time she
added significant value by developing
a meaningful message about our
software solution for the natural gas
industry.”*

A. Srivastava,
Blackstone Technology Group

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, sales copywriting, lead generation campaigns, website development, webinar production, 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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20 years sales and marketing experience

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Strong brand strategist

Effective digital strategist

Contact Information:

Lydia Vogtner

P: 415-672-1870

E: lydia@lydiamarketingconsulting.com

W: www.lydiamarketingconsulting.com

All services offered virtually from Sausalito, CA
with periodic travel to client site as needed.

