



## 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

Practical, no-nonsense approach

Strong brand strategist

Effective digital strategist

Exceptional communications planner

Helping  
companies grow  
with high-quality,  
virtual marketing  
services

“

“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



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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 communications can play to drive business outcomes”**



### **Brand and messaging strategy**

Helping you figure out your brand position, story and messaging

**“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).



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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 communications strategist, planner and consultant, not a marketing agency.

1. For implementation projects requiring specialists for things like SEO, sales copywriting, 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.

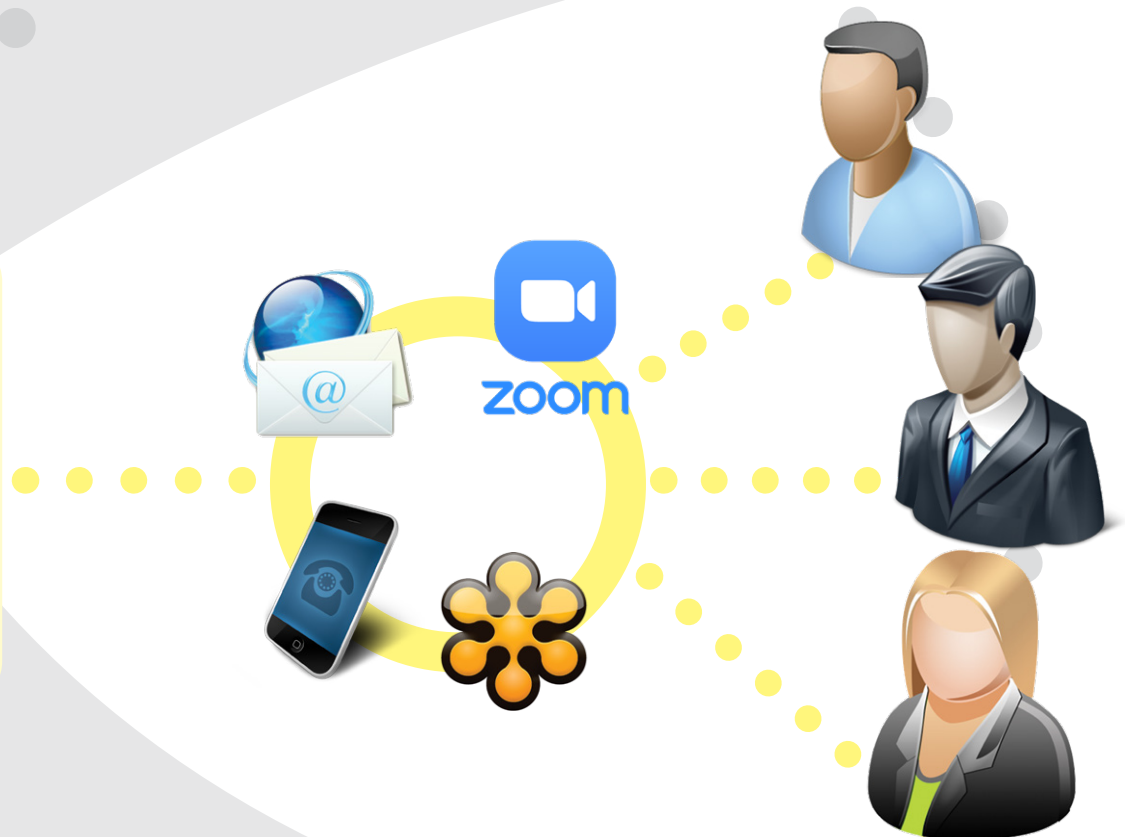
## Work I can help you oversee



# How we will work together

Most of the services I provide can be managed remotely with phone/email, Zoom, G-Docs and other virtual tools.

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:**

Lydia Vogtner

P: 415-672-1870

E: [lydia@lydiamarketingconsulting.com](mailto:lydia@lydiamarketingconsulting.com)

W: [www.lydiamarketingconsulting.com](http://www.lydiamarketingconsulting.com)

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

