

## The AcornOak Team

Let AcornOak be your one-stop outsourced marketing and business partner.

Our name says it all – we’re about helping our clients grow through business strategy, brand awareness, lead generation and creativity & innovation.

**AcornOak:** *Your Best Resource* for Marketing Expertise

Culture is your organization's anchor. Whether it's expressly defined or organically driven, it influences your interactions. In times of chaos, culture can shift, so securing your mission, message, and team is paramount. A proactive response will guide your people and help customers value your offerings.

**Fee is \$9,500/month**

### MEET OUR TEAM OF EXPERTS



**Virginie Glaenzer**

Digital expert  
Marketing strategist  
Content writer  
Sales funnel creator  
Conference speaker



**Leslie Cohen**

Product developer  
Partnership executive  
Business strategist  
Business coach  
Advisory Specialist



**Sharon Lewis**

Marketing strategist  
Market researcher  
Brand strategist  
Go-to-market strategist  
Content writer



**Tracey McArdle**

Marketing strategist  
Sales strategist  
Public relations exec  
Advertising specialist  
Market researcher  
Event coordinator



**Lori Schwebel**

Marketing strategist  
Product launch expert  
Market researcher  
Content writer  
Event coordinator



**Emily Klein**

Business strategist  
Digital marketer  
Author/writer  
Executive coach  
Business developer

## A Challenging Market

REQUIRES A NEW APPROACH

*The current noisy and competitive market creates barriers to being noticed and distracts loyal customers.*

## Powered by Creativity

WITH A COACHING MINDSET

As they work from home, even your most motivated marketers can feel lost, isolated, and tense. While they recognize marketing and messaging must portray a thoughtful, customer-first approach, they struggle to feel connected to each other and their audience. Anxiety causes inertia, resulting in team paralysis.

We'll help your team address their discomfort and use it to fuel creativity. Learning to embrace uncertainty is a long-term skill set. We've developed a blueprint with actionable steps to counter the issues caused by the current business climate and remote working, in order to bridge the gap between your team and their goals.

## The AcornOak Process

In our first meeting, we review your brand's essence, purpose, and meaning and identify the unique ways it improves your customers' lives. From there, AcornOak's experts will guide your marketing team and provide advice and strategies to your business leaders.

Supplying valuable, experienced support to your marketing efforts during this difficult period, AcornOak will empower your team to maximize their remote work and deliver the marketing results you need.

## Our Team Approach

INFORMED INSIGHTS AND QUANTIFIED OUTCOMES

### Business Assessment: Marketing Through Covid-19



Working together, we'll re-evaluate and adapt your current marketing campaigns. Looking through the lens of the pandemic, we can uncover your customers' new pain points and address them with creativity and compassion.

### Business Culture: New Support & Roadmaps



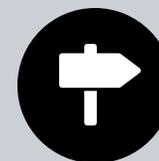
We bring techniques to support your team members' wellness, so they can use these challenges to acquire new skills and insights. A fresh approach to culture is essential now, even if your company has never considered mindset or coaching practices before.

### Business Opportunity: Reinvention Insights



Ways of conducting business have rapidly shifted, from Work From Home practices to the vast changes in consumer and business spending. Now is the time to adopt an agile mindset and seek out new ways of doing business, internally and externally.

### Business Shift: Embracing Uncertainty



We harness our experience in marketing and coaching to create new team rituals and foster change, creating a more adaptive organizational culture that can adjust to complexity and unknowns.