

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 and innovation.

Powered by AI technology, we offer organizations a bundle of services specifically designed to expand their share of the affluent market with a micro-niche focus of a granular audience targeting not possible with typical lists or LinkedIn.

AcornOak: *Your Best Resource* for Marketing Expertise

3 Month Package.
Market price: \$20,000
AcornOak Fee: \$13,000/month

MEET OUR TEAM OF EXPERTS



Virginie Glaenzer

Digital expert
 Marketing strategist
 Content writer
 Sales funnel creator
 Conference speaker



Lori Schwebel

Marketing strategist
 Product launch expert
 Content writer
 Event coordinator



Sharon Lewis

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



Tracey McArdle

Marketing strategist
 Sales strategist
 Public relations
 Advertising
 Market research
 Event coordinator



Leslie Cohen

Product development
 Business developer
 Business strategist
 COO executive
 Advisory Specialist



Emily Klein

Business strategist
 Digital Marketer
 Author/writer
 Executive coach
 Business developer



Anna Seroff

Digital Marketer
 Data researcher
 Creative writer
 Visual communicator



Robbi Muir

Graphic designer
 Brand strategist
 Creative art director
 Marketing designer
 Artist/painter



Yuraimi Abreu

Digital marketer
 Integrated marketing specialist
 Business consultant
 AdTech consultant

Head Office

A Focused Approach

TO A CHALLENGING MARKET

Our current noisy and competitive market creates barriers to building new relationships and introducing products.

Powered by Technology

WITH A GROWTH HACKING MINDSET

Using cutting-edge technology and a growth hacking mindset, our team finds specific "pockets" of high net worth individuals and identifies affluents who reject traditional sales techniques. Our team listens to their online conversations and finds opportunities to build relationships. This efficient system is designed to improve advisors' ability to move qualified leads through the sales funnel toward conversion. In addition to primary market research, we provide a deep understanding of how to position product offerings to create relevancy and relatability.

The AcornOak Process

We begin by defining the audience your organization wants to serve and identifying key challenges that we later address in primary market research to uncover market opportunities. Our weekly social intelligence email, including calls to action using trigger events (conferences, job changes, etc.) and key topics, results in higher levels of engagement. Audience highlights and competitive information allows your sales team to focus on relationships, while supporting your organization with insights based on the activities of key influencers in your target market.

Our team delivers

TANGIBLE INSIGHTS AND QUANTIFIED OUTCOMES

Audience Report



A social intelligence primary market research report is compiled to reveal your audience persona and better position your brand to target this audience with actionable, relationship-building opportunities for your sales teams.

Custom Social Profiles & Tribes



We assess five of your sales team member social profiles, make recommendations for improvements, and pinpoint their tribes to increase conversion rates.

1,000 Curated Prospects



Using AI, a list with 1,000 names of high net worth prospects is curated using a micro-niche focus with a granular audience targeting not possible with typical lists or LinkedIn.

Weekly Social Intelligence



We supply weekly insights and social intelligence about your prospects' real-time social activities with our AI/machine learning algorithm.