

## 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.

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

We are an expert strategic advisory and digital marketing team powered by tech-savvy, socially responsible women helping organizations and leaders build remarkable brands and seize opportunities for growth.

**Need a Strategy & Marketing Partner?  
Rely on Us.**

### MEET OUR TEAM OF EXPERTS



**Virginia Glaenger**

Digital expert  
Marketing strategist  
Content writer  
Sales funnel creator  
Conference speaker



**Lori Schwebel**

Marketing strategist  
Business developer  
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

## Our Unique Motivation

YOUR VISION IS WHAT MATTERS TO US

*First and foremost, we see ourselves as a community of co-creators. We understand the challenges you face building a business while adapting to a rapidly-changing marketplace and we're eager to tailor our services to your unique needs and budget.*

*As empowered women, we offer crucial insights and see ourselves building a more gender-balanced world.*

## Our Team is Your Team

WE'RE EXPERTS, SO YOU DON'T HAVE TO BE

At AcornOak, we tap into our collective experience and maturity to bring clarity and guidance to our clients. We combine a passion for research with customer behavior trends and an impressive résumé of qualitative and quantitative projects.

Masters of innovative technologies and tools, we actively seek and employ the latest disruptive tech.

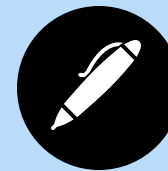
## What We Do

### Brand Awareness



Work with our **Content Creator, Handler of Social** or **Multimedia Brain** to refine and tell your brand story.

### Lead Generation



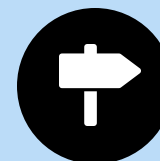
Engage with our **Audience Reacher** or **The One Who Gets you on Google** to target and build sales funnels.

### Business Strategy



Our **Researcher** dives into minds with surveys and focus groups. Choose our **Strategists, Executive Advisors** or **Board Candidates** to bring a market-based perspective that drives the strategies and tactics that will ensure profitable growth.

### Creativity & Innovation



Welcome our **Trainers** or **Coaches** to change your organization's culture and increase innovation. We facilitate workshops to introduce behavioral concepts and trigger valuable business insights.

Head Office

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Contact us at: 1-718-902-5455 • [virginie@acornoak.net](mailto:virginie@acornoak.net)

## Flexible Collaboration Made Easy

Expertise ranging from on-demand marketers to C-level advisors

*Choose the AcornOak Service Package that meets your needs, and we'll do the rest.*

### Brand Awareness



We refine and tell your brand story:

The **Content Creator** - includes producing web content, emails, social media messages, blogs, ebooks, and white papers (starts at \$5,000)

The **Handler of Social Networks** - includes managing social media postings and building your audience (starts at \$3,000)

The **Multimedia Person** - web design, customer experience, and product design (starts at \$5,500)

### Lead Generation



We create targeted marketing and effective sales funnels:

The **Audience-Reacher** - community focus which can be applied to sales funnels, advertising campaigns, and event management (starts at \$5,000)

The **One Who Gets You on Google** - SEO and Adwords campaigns (starts at \$4,000)

### Business Strategy



To bring a market-based perspective and help drive the strategies and tactics that will ensure profitable growth, Choose our **Strategists, Executive Advisors or Board Candidates.**

This package may include: Customer research, external & internal interviews, competitor & market trends analysis, and brand research. Outcomes: Create and assess existing business plans, strategic planning & brainstorming sessions, sales & marketing strategies. Investment: \$5,000 to \$15,000 depending on the depth of the strategy.

### Creativity & Innovation



To change your organization's culture and increase innovation, welcome our **Trainers or Coaches.**

This package may include: Individual or group coaching, training, one-time or recurring discussions, and board member appointments.

Outcomes: Train leaders & teams, coach executives, add diversity to BODs.

Investment: \$275/hour to monthly retainer. Workshop and group training program starts at \$7,500.