

## 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*

Crafting a beautiful business identity or adapting to a complex environment, this package is specifically designed to make a brand stand out in the marketplace, through a unique visual storytelling that includes strategic thinking and design expertise.

**2 Month Package: Market price \$15,000/month  
AcornOak Fee: \$8,000/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

## A Challenging Market

REQUIRES A NEW APPROACH

*Our current noisy and competitive market creates barriers to being noticed and create loyal customers.*

## Powered by Creativity

WITH A CUSTOMER FOCUS MINDSET

The branding process demands a combination of investigation, strategic thinking, design excellence, and project management skills.

It requires an extraordinary amount of patience, an obsession with getting it right, and an ability to synthesize vast amounts of information.

We work closely with you and your team to identify what makes your business unique and relevant in order to best position your brand so it can be found by those looking for it.

## The AcornOak Process

In our first meeting, we define the brand essence, purpose and meaning and how it improves your customers' lives.

Our team composed of a graphic designer/brand consultant and a marketing strategist /writer will make the co-creation a safe and consistent process and experience.

## Our team delivers

TANGIBLE INSIGHTS AND QUANTIFIED OUTCOMES

### Discovery Research & Clarifying Strategy



Using a deep understanding of the marketplace and your customers' desires, we help you clarify your brand strategy.

### Designing the Brand Identity



Once the overall strategy is agreed upon, the graphic designer creates design options for elements in the project, such as newsletter, landing page, presentation, full website or brand identity style guide. Typically there are two reviews in the brand design process, then a final version is approved.

### Brand Identity & Touch-points



With big creative ideas, we craft your unique identity and the various touch points to build your brand architecture.

Finally the brand architecture is established and final production occurs.

### Brand Guideline & Launch



We deliver an easy-to-use and coherent brand guideline book. You are now ready to launch your new brand internally and externally to start a new phase of business growth and improve your customers' lives.