



## ABOUT SALES MAVEN

Sales Maven was founded in 2018 by Lisa Canning. Her vision for the company was to provide clients with a solid marketing strategy and a solid path to growth. We provide our clients with a strategic brand strategy based on research, customer buying behaviors, competitive intelligence, and current industry trends. We help create a brand that reflects the overall personality of the client, and we stay consistent with that message in all that we create.

A good marketing foundation consists of intellect, research, and creative thinking. We strive to combine these elements to deliver the best work in the client's product or service category. We become an extension of the company, a partner if you will, but we never forget that objectivity is one of the most valuable things we can offer a client.

All our experience and beliefs have developed over time into a philosophy that can best be summed up as:

- Be a participant in the business by finding meaningful solutions to client problems
- Provide outstanding content and creative solutions
- Be a caretaker of the budgets by exhibiting professional money management skills



## CAPABILITIES

### Strategic Planning and Research

- Develop a marketing strategy and plan for execution
- Oversee all research, both qualitative and quantitative
- Oversee focus groups, consumer surveys, B2B

### Creative Services

- Creative Concepts & Design
- Content for Websites/Collateral/Blogs/Social Media/Email Automation Marketing
- Website Design
- Art Direction/Production of photo/video shoots

### Social Media Services

- Create social media strategies
- Recommend appropriate platforms for client
- Content Creation
- Posting content

### Research Services

- Target list building
- Competitive analysis

### Media Services

- Develop media plans for print, social media
- Negotiate media buys
- Monitor effectiveness through analytic tools and make changes as needed
- Provide a post-buy analysis

### Web Services

- Website Design
- Content for Website
- Pay per click advertising
- Search engine marketing and Search Engine Optimization
- Analytics

