

WELCOME

Services and Process



FOUNDED IN 2007

Professional Virtual Marketing Management

Marketing Audits - Website Audits

Freelance Writing Services

WHO I AM

Welcome! I'm Jeanne Grunert, and I love digging into marketing materials to see what makes them tick.

I analyze your marketing programs to see what's working and what's not. Then, I fix them.

I write creative, well-researched content about the world of direct and digital marketing, personal finance and investing, and issues related to starting, owning, and running a successful business.

Before starting Seven Oaks Consulting in 2007, I led marketing divisions for The McGraw-Hill Companies, TC Innovations (part of Columbia University), The College Board, and companies in the retail, publishing, and financial services industries. I taught marketing seminars for New York University and writing workshops in the local adult education program. I won awards for my writing and my direct marketing programs including the esteemed Lester Wunderman Award of Excellence in Direct Marketing, the American Graphic Design Award for Best Branding, and the New York University Award of Excellence in Marketing.

I earned my Master of Science in Direct and Interactive Marketing at New York University, and a second graduate degree, a Master of Arts in Writing, from the City University of New York at Queens College.

I'm a marketing wizard. I'm a creative professional writer. Together, I am: the marketing writer.

I'd love to work with you to make your project successful. Let me know how I may be service.

Warmly,
Jeanne Grunert
President, Seven Oaks Consulting
"The Marketing Writer"



SERVICES

Virtual Marketing Manager

The Virtual Marketing Manager service offers an on-call, senior-level marketing manager who can provide complete virtual marketing leadership. Services include personnel management, marketing planning, marketing project management, data and analysis, creation and management of editorial and marketing calendars, running all of your promotions, and handling day-to-day marketing tasks.

The Virtual Marketing Manager service includes:

- Video meetings to get to know your team, goals, and challenges.
- Review of all your existing marketing materials, strategies, and plans
- Market research to understand your industry, company, and competitors
- Leading your staff (if any) or working with virtual teams to create needed marketing materials
- Training, coaching, and mentoring

We only accept two clients, maximum, per quarter for the Virtual VP service.

Starts at \$2,500 per month

Flexible hours to meet your needs.

Marketing Audit

A Marketing Audit is a deep review of your marketing plans and efforts or your website. Each audit includes a comprehensive review of all of your marketing materials from the branding and messaging to the timing and audience you're trying to reach. Separate Website Audits are also available to help you improve your site's search engine rank and ability to attract organic search traffic, leads, and sales.

Each audit includes at least 2-4 hours of review of your materials and website, a detailed and written analysis, and personal coaching and consulting time to review the findings and recommendations. Implementation of the recommendations is not included.

When you purchase a Marketing Audit from Seven Oaks Consulting, you receive not just a review of your marketing program and/or website, but an action plan to make immediate and profitable changes.

Marketing Audit \$1,000

Website Audit \$750

SERVICES

Professional Development

Seminars, workshops, classes

I develop engaging and focused workshops, seminars, workshops, classes, and presentations on a variety of marketing topics including:

- Search engine optimization
- Marketing management
- Project management
- Direct mail

These professional development activities can be taught in-person, online using video and teleconferencing, and through recorded presentations on Teachable.

Price Dependent on Project

Writing Services

Professional freelance writing

I offer custom writing and copywriting services using search engine optimization (SEO) best practices.

I specialize in writing about:

- Direct and digital marketing
- Personal finance
- Small business topics

I'm flexible and can also write about home and garden topics, small animal and livestock care, and anything pertaining to vegetarian, vegan, and plant-based diets.

I have over 30 years of corporate, advertising agency, magazine writing, and professional marketing writing experience.

Prices start at .10 per word

PROCESS

My clients are valued partners. We collaborate, communicate, and create better marketing strategies, plans, and materials together.

Define

First, I define your needs through a brief 30-minute phone call. I may ask you to send me written materials, such as your current marketing plan, or request access to analytics. All materials are kept in the strictest confidence.

Based on our initial meeting, I develop a scope of work for your approval. Once approved, I get to work.

Develop

After the proposal has been signed, we are under contract. For writing projects, I develop drafts of your materials and share them with you for feedback. I expect plenty of changes in the early versions (that's where collaboration comes into the mix!). For marketing projects, I get to work immediately.

Review

I'll always send you things to review. Nothing goes online, out to your customers, or to your employees if you haven't seen it yet (unless you tell me otherwise). My goal is to ensure I've met your needs and the project goals. That's why the review step is essential to our process.

Refine

Once all of the feedback has been received and implemented, I'll refine the deliverables. If you've ordered a Marketing Audit or a Website Audit, we'll schedule a call to review the findings. If I am acting as your Virtual Marketing Manager, I'll provide you with weekly project updates and apprise you of budget and management needs.

Delivery

Written materials are delivered as Google Documents (links to the final document) or Microsoft Word documents.

TESTIMONIALS

Melissa Watts
ADOBE SYSTEMS

Jeanne's ability to see the big picture and put it into words is extraordinary. Her unique skill set and expertise allows her to take complex thoughts and ideas and make them sound interesting and engaging to the reader.

JimiBeth Meyers
MACMILLAN PUBLISHING

Jeanne is a consummate professional who is skilled at corporate training. She delivered a one-day seminar that our marketing managers are still talking about! Jeanne is indeed a direct marketing expert, as well as very knowledgeable about the education industry.

Stephen Colwell
CLARIFY MEDIA

Jeanne flat out gets it. She possesses the creative talent, intuitive insight, and proven marketing skills to translate any idea, no matter how vague, into effective copy and impactful messaging.

Crystal Vandegrift
CRYSTAL IMAGE PHOTOGRAPHY

I can honestly say that finding Seven Oaks Consulting and Jeanne for marketing work for me really made my business grow. I used Seven Oaks Consulting to help us with a new website design that included SEO. Jeanne also designed a marketing plan for Crystal Image Photography and made suggestions that really got us noticed. We used Jeanne's suggestions on different types of advertising and our wedding photography business grew over 50 percent!

Duane Coleman
DASHBOARD INTERACTIVE MARKETING

Jeanne and Seven Oaks Consulting offer more than writing and marketing services. When we work with Jeanne, our clients get the benefit of her extensive business experience and insights, too. She's very reliable and dependable, and has a warm, personal working style that both our agency and our clients love. Her writing helps achieve each client's sales and marketing goals.

For samples of past writing projects, please visit <https://marketing-writer.com/site/portfolio/>

Case studies, reference letters, and additional testimonials may be viewed at <https://marketing-writer.com/site/testimonials/>

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