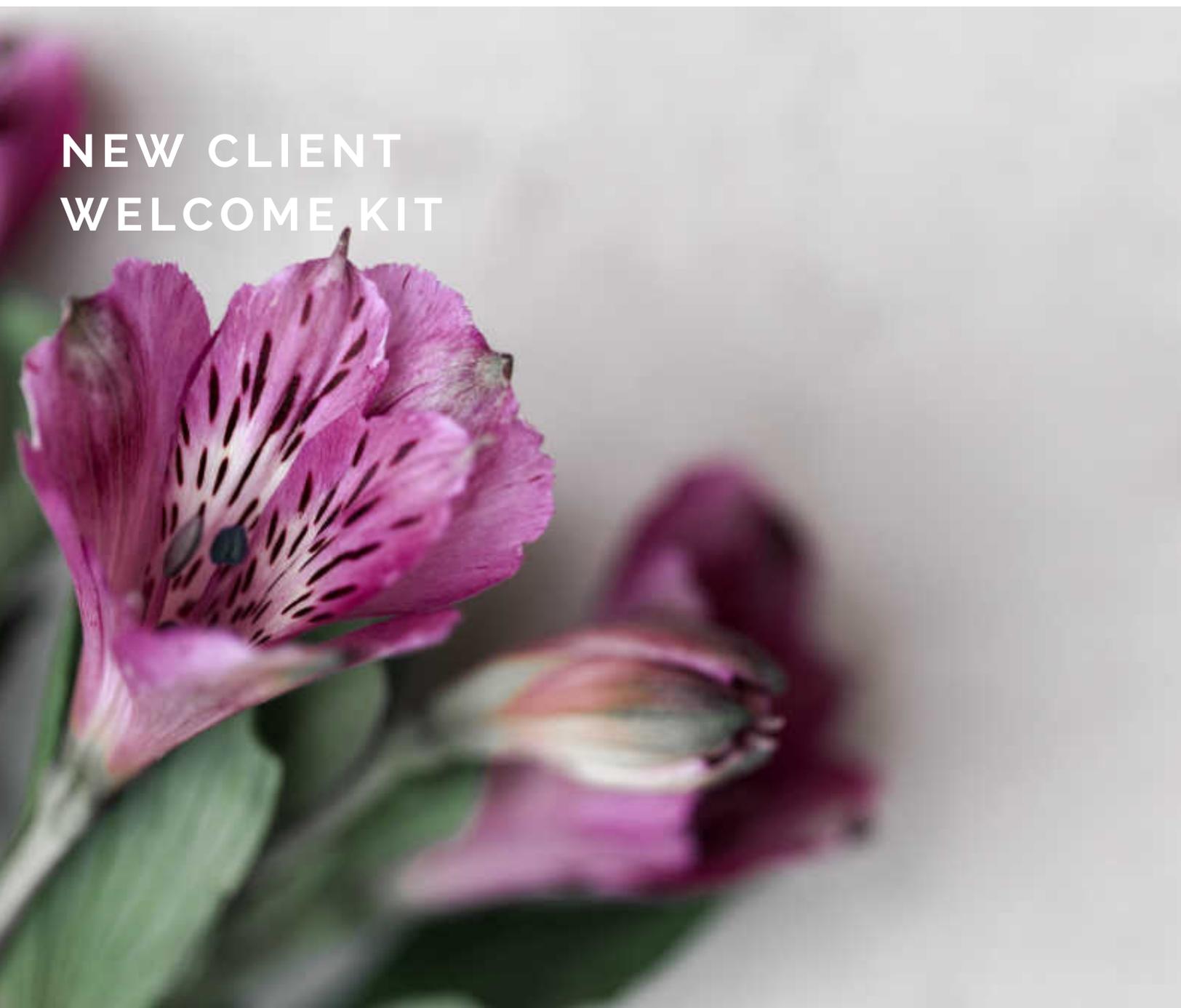




NEW CLIENT WELCOME KIT



Keep in Touch!

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WELCOME!

I'm glad you've found Seven Oaks Consulting. This booklet should answer many of your questions about working with us, but don't worry - if you still have questions, I'm always available by phone, email, or Skype to help you. My contact information is on the left.



WHO WE HELP

We work with health and lifestyle brands worldwide. These are companies who typically reach an affluent consumer audience. Such consumers love aspirational brands, beautiful images, and stories that pique their imagination. They also love in-depth, insightful and educational content that helps them feel good about their product and lifestyle choices.

UNIQUE INDUSTRY EXPERIENCE

We work with some unique industries and have extensive experience working in the following markets and industries:

- Home, garden, and hobbies
- Equine sports, equestrian products
- Education
- Personal finance and wealth building
- Network marketing
- Health products and alternative health products

HOW WE HELP

Our agency focus is on content marketing.

Content marketing is a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

Complete Content Marketing Management | Editorial Management

Never think about your content marketing again. With our complete content marketing management and editorial management services, we manage your content strategy, plan, and calendar from start to finish. We hire or manage your current group of writers and content creators to create an insightful and impactful brand presence online.

Our content market is data-driven and utilizes expert research and quantitative information about your target audience to drive engagement and desire for products. We provide you with plenty of metrics to assess the value of your content campaigns and make informed, wise decisions.

This service is only available on a monthly retainer basis. The cost varies according to the scope of work, monthly hours, and other variables.

HOW WE HELP

Content Marketing Strategies and Plans

This is where we really dig into what will make your brand stand out from the thousands of others online! We begin with a thorough content audit, a comprehensive brand review, and a deep dive into our own market research to uncover what resonates with your target audience. From there, we put together a written plan that will guide you through the strategy and execution of a content marketing program that will set your brand lightyears ahead. Each plan includes detailed research, strategy, competitive analysis, tactical plan, budget, and timeline. Plus, we provide discounts if you choose us to execute the tactical plan.

Training and Professional Development

We believe in empowering internal marketing agencies with the knowledge and skills they need to successfully navigate the world of search engine optimized content marketing. We offer custom, onsite or virtual one-day, half-day, and hourly workshops and seminars. We are also available for speaking engagements at your conference or meeting.

Prices vary according to the type of professional development or training required, time commitment, and travel.

Due to COVID-19, we have temporarily suspended travel but are available to provide workshops on-demand via video conferencing.

"Jeanne Grunert gave me more insight into the inner workings of MY OWN WEBSITE AND MARKETING PLAN than I'd ever thought possible."

Jeff Sekerek, Super Body Health

"Jeanne delivered a one-day seminar that our marketing managers are still talking about!"

JimiBeth Myers, Macmillan Publishing

HOW WE HELP

"What we like best about Jeanne is that she brings a rare combination of both skilled copy writing services and marketing expertise to every project. Best of all, Jeanne always delivers on time sans drama or surprises."

Roman Kraus, Owner,
Kraus Creative

Comprehensive Content Analysis | Audit

A complete, comprehensive content audit or analysis forms a strong platform from which to launch a website revision, blog project, or content marketing update. During a content audit, we take an inventory of all of your content assets both online and offline. We then determine what works well, what supports your brand, and what detracts from it. We develop a plan to tell you where you need to focus your future efforts in terms of both an SEO and content marketing perspective. We also provide you with insights and ideas to improve lead generation, sales, and your overall digital marketing.

Content Marketing Writing

We are happy to work on writing projects for our clients. Content marketing writing services include:

- SEO keyword research
- Content calendars
- Avatar creation
- Blogging
- Article writing
- Case studies
- White Papers
- Presentations (slides, PowerPoints)
- E-books
- Video scripts
- Videos
- Social media content creation

PARTIAL CLIENT LIST

- Macmillan Publishing
- Mphasis Technology
- Divine Brands
- Healy World
- Lichstrahl Investments
- Kelfar Technologies

WHO WE ARE

Founded in 2007, Seven Oaks Consulting is a niche marketing agency specializing in all forms of content marketing – storytelling that sells. We serve a global market of health and lifestyle brands who understand the power of great stories to reach, inspire, and motivate customers to take action. We provide outstanding, data-driven content marketing analysis, strategy, planning and execution. We work with companies on a project basis, as their in-house content provider, or in partnership with their current marketing agency.



Seven Oaks Consulting
Content that converts
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