

CONVERTGO

MARKETING

YOUR JOURNEY STARTS HERE



HOLISTIC MARKETING

ConvertGo believes in a full 360° multi-channel marketing program to increase visibility for our clients. We develop integrated digital multi-channel strategies that increase visibility with your desired target audience. This approach incorporates consumer outreach as well as heightens awareness to drive inbound leads to your front door. Our program will be a fresh new catalyst for the growth of your business.

CONVERTGO PHILOSOPHY

Intuitive, Thoughtful, and in Your Voice.

Today's effective brand development, marketing, and social media grows out of the feeling of real-time engagement. We will be speaking as the brand of your company as your stealth marketing entity. Our mission is to always engage without ego, meaning it's all about highlighting your distinctive voice and culture. When communicating with your clientele, we prefer to apply a personalized approach. We want your audience to feel that you have reached out to them personally.





7 IMPRESSION RULE

Here at ConvertGo, we find effectively deploy the '7 Impression Rule' in all of our programs. It takes an average of seven times to capture an desired target through multi-impression marketing.

That is why we prefer to call on a multi-channel synchronous marketing program for clients, ensuring that your target audiences are touched at least 7 times.

Once a person is captured 7 times with effective branding, they feel a connection to you, and are more likely to engage and convert.

360° HOLISTIC MARKETING SERVICES

- Fractional CMO
- Marketing Strategy
- Branding
- Graphic Design
- Content Creation
- Content Marketing
- Digital Marketing
- New PR
- Web Design
- Email Marketing
- Events Production
- Social Media
- Email Marketing
- Training & Coaching

ELISSA JANE MASTEL, CMO

We take great pride in producing exceptionally creative marketing programs with a business mind. Coupled with personal attention and a dedicated team of problem solvers, Elissa Jane Mastel has earned her reputation of being thought leader in the marketing arena. Your campaign will be managed by Elissa Jane, our CMO who can be reached via phone, email, IM, smoke signals, carrier pigeon, or whatever preferred communication the client chooses. She will be your point-person for all questions. Our process is one that involves regular communication, reviews, refinements, and approvals so that you will always know the current status of the project. Furthermore, you will have access to our work. We provide full transparency on all projects and you have understanding on what we're doing, always.



YOU'VE GOT YOUR VERY OWN MARKETING DEPARTMENT

Consider ConvertGo Marketing your new marketing department, able to handle any marketing task, marketing consulting or press needs. Nothing is too big or too small for our team. When you hire ConvertGo, you get an entire marketing department for a fraction of the cost of a full time employee. The costs, retainer and fees do not include expenses such as web hosting, printing, other outside contractors, shipping, travel and other marketing related expenses. We do not spend any additional dollars without approval from you.



**"CREATIVITY IS
INTELLIGENCE HAVING FUN."**

— ALBERT EINSTEIN



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