

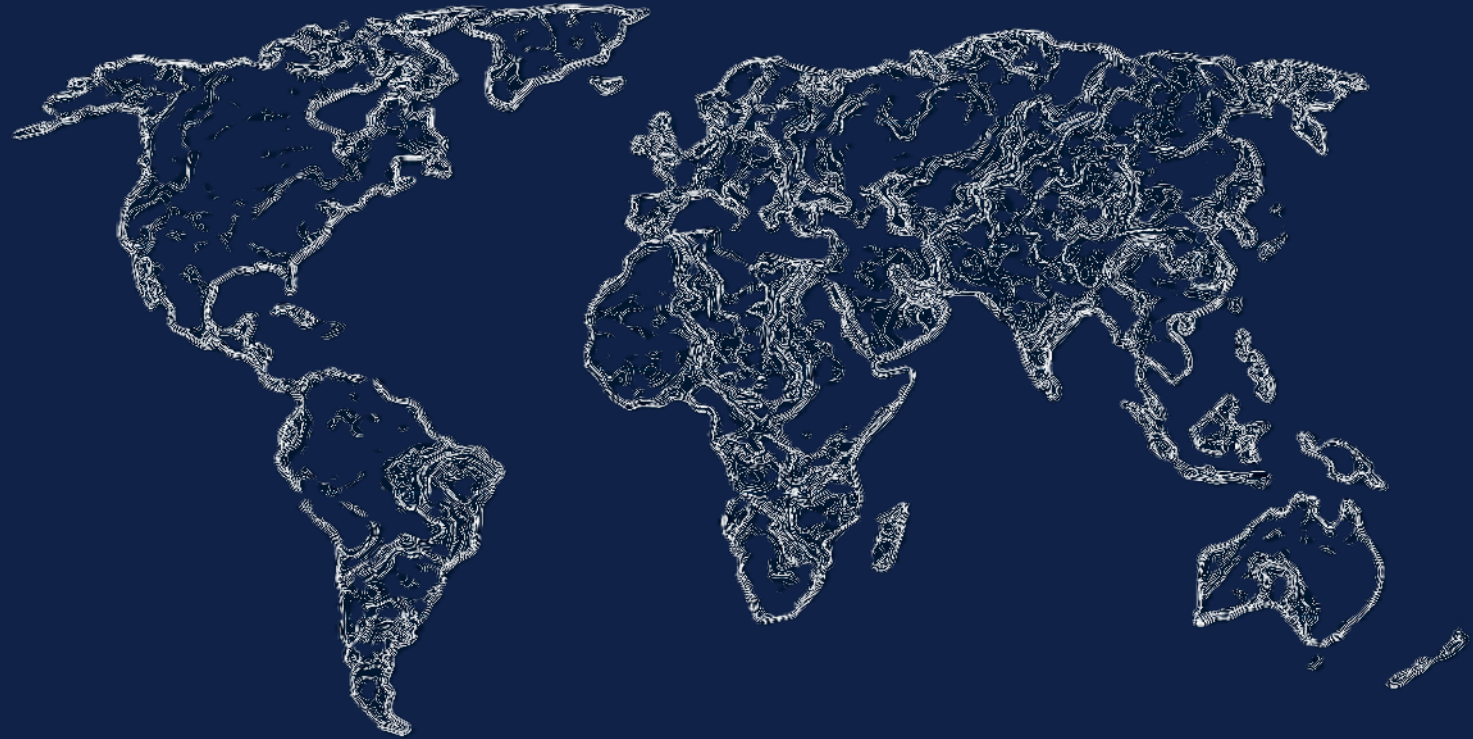


CAPABILITIES OVERVIEW

WSI AT A GLANCE

YOUR PARTNER IN GROWTH SINCE 1995

WSI is a global marketing network on a mission to unlock a world of possibility for the businesses we serve. With over 30 years of experience and over 150k companies supported, we help growth-minded leaders turn marketing challenges into clear, measurable outcomes.



>\$150M

advertising budget managed
**in last 5 years*

>200K

SEO campaigns managed

>500K

websites and landing pages created



Embrace Digital.
Stay Human.

WHY WORK WITH US?

MEET THE TEAM



Joe Rowley

Fractional Chief Revenue
Officer



Cathy O'Kane

Fractional Chief Marketing
Officer

[CLICK ABOVE FOR LINKEDIN PROFILES](#)

An independently owned and operated
office of WSI serving clients worldwide.



We've Been in Your Seat

We specialize in companies like yours. We both have 25+ years in manufacturing, retail, product, marketing, sales, and operations for small and medium-sized businesses.

We Know the Frustration

We've also asked, "Is any of this actually working?". That's why we approach things differently.

No Fluff. No Wasted Spend.

If we don't see a clear path to measurable results, we won't ask for your investment. It's that simple.

How you do business is changing. Rapidly.

It's unrealistic to expect you to keep up with everything – especially when you're already managing so many other priorities.

Meanwhile, your customers are searching, comparing, and making decisions in ways that didn't exist a few years ago.

We bring both sides: **real-world experience** and **modern digital expertise**. We identify and fill the gaps that are quietly costing you visibility, leads, and sales.

**You don't need to become an expert.
You just need the right partner.**

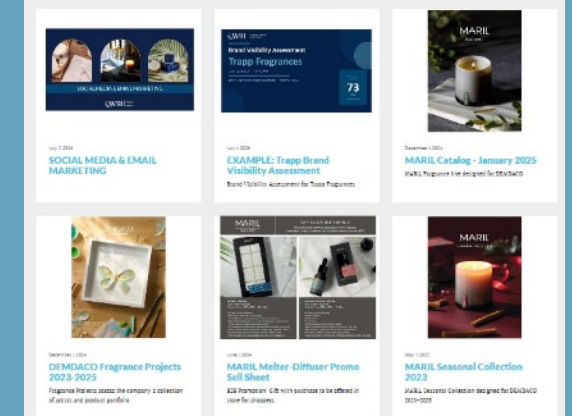
WHAT MAKES US DIFFERENT

- We specialize in small & medium-sized business
- Our hands-on, consultant-led approach
- Real-world experience running small & medium-sized businesses
- We've worn a lot of hats:
 - Marketing Development & Execution – B2B & B2C
Promotions | Digital & Print | Social Media & Email | Website
 - Brand Positioning
Unique Selling Proposition | Brand Persona | Brand Guidelines | Buyer's Journey
 - Consumer Insights & Data Analytics
 - Developed/Executed Sales Strategy
 - Quantified Best Practices for Go-to-Market Execution
 - Product & Packaging Development
 - P&L, Procurement, & Supply Chain Management

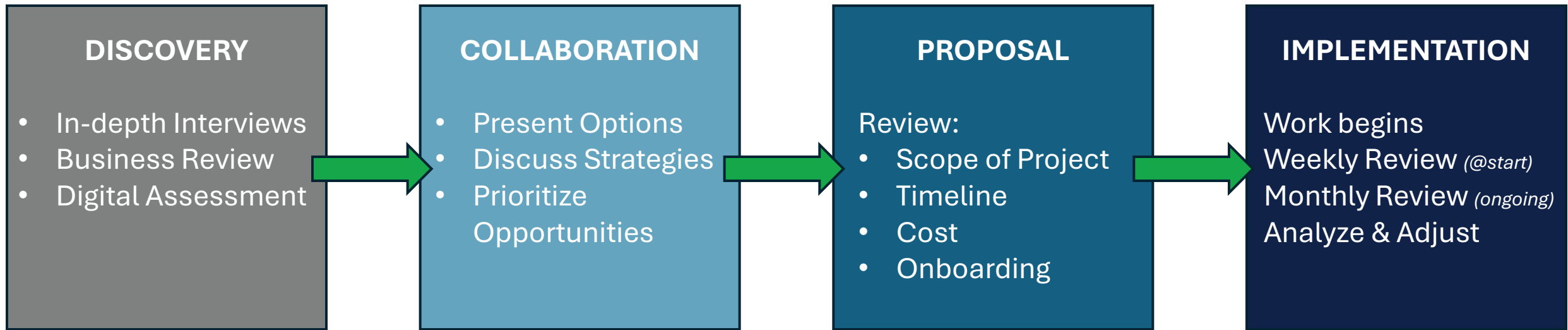
Click for the following:



PORTFOLIO OF WORK



FOUR STEPS TO A CUSTOMIZED SOLUTION



SERVICES OFFERED

ANALYTICS



BRAND VISIBILITY
ASSESSMENT



WEB
ANALYTICS



COMPETITIVE
ANALYSIS

STRATEGY



MARKETING
& SALES



AI
CONSULTING



PERSONA
DEVELOPMENT

BUYER'S JOURNEY



LEAD
GENERATION



CRM/MARKETING
AUTOMATION

WEBSITES



LANDING PAGE
OPTIMIZATION



SEO/AEO



WEB DESIGN &
DEVELOPMENT



ECOMMERCE



WEB ACCESSIBILITY/
ADA COMPLIANCE

PAID ADVERTISING



PAID SEARCH
ADVERTISING



SOCIAL MEDIA
ADS



DISPLAY
ADS

SOCIAL MEDIA



DIGITAL
PR



SOCIAL MEDIA
MARKETING



CONTENT
GENERATION

MIXED MEDIA



EMAIL
MARKETING



MOBILE
MARKETING



VIDEO
MARKETING

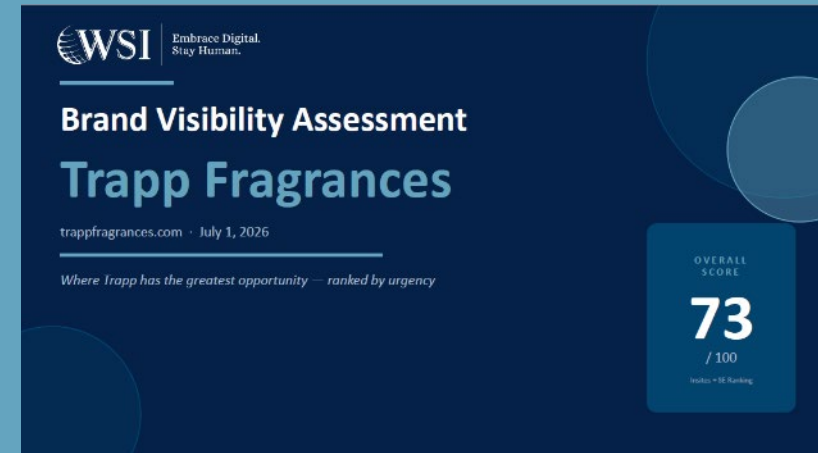
NEXT STEPS

Let's start with a conversation

A Brand Visibility Assessment identifies what's working, what isn't, and your biggest opportunities for growth.

We can conduct an assessment for you - this is a no-pressure, no-obligation review, at no charge.

SIGN-UP FOR A BRAND
VISIBILITY ASSESSMENT



CLICK ON IMAGE FOR LINK TO EXAMPLE REPORT

ASSESSMENT INCLUDES:

- AI Visibility
- SEO Authority
- Keyword Effectiveness
- Competitive Assessment
- Web Traffic Results
- Website Optimization Opportunities
- Website Health Assessment



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