

The AcornOak Team

Let AcornOak be your one-stop outsourced marketing and business partner.

Our name says it all – we’re about helping our clients grow through business strategy, brand awareness, lead generation and creativity and innovation.

AcornOak: *Your Best Resource* for Marketing Expertise

Crafting a beautiful business identity or adapting to a complex environment, this package is specifically designed to make a brand stand out in the marketplace, through a unique visual storytelling that includes strategic thinking and design expertise.

2 Months Package: Fee is \$8,000/month

MEET OUR TEAM OF EXPERTS



Virginia Glaenzer

Digital expert
Marketing strategist
Content writer
Sales funnel creator
Conference speaker



Lori Schwebel

Marketing strategist
Product launch expert
Content writer
Event coordinator



Sharon Lewis

Marketing strategist
Marketing researcher
Brand strategist
Go-to-market strategist
Content writer



Tracey McArdle

Marketing strategist
Sales strategist
Public relations
Advertising
Market research
Event coordinator



Leslie Cohen

Product development
Business developer
Business strategist
COO executive
Advisory Specialist



Emily Klein

Business strategist
Digital Marketer
Author/writer
Executive coach
Business developer



Anna Seroff

Digital Marketer
Data researcher
Creative writer
Visual communicator



Robbi Muir

Graphic designer
Brand strategist
Creative art director
Marketing designer
Artist/painter



Yuraimi Abreu

Digital marketer
Integrated marketing specialist
Business consultant
AdTech consultant

A Challenging Market

REQUIRES A NEW APPROACH

Our current noisy and competitive market creates barriers to being noticed and create loyal customers.

Powered by Creativity

WITH A CUSTOMER FOCUS MINDSET

The branding process demands a combination of investigation, strategic thinking, design excellence, and project management skills.

It requires an extraordinary amount of patience, an obsession with getting it right, and an ability to synthesize vast amounts of information.

We work closely with you and your team to identify what makes your business unique and relevant in order to best position your brand so it can be found by those looking for it.

The AcornOak Process

In our first meeting, we define the brand essence, purpose and meaning and how it improves your customers' lives.

Our team composed of a graphic designer/brand consultant and a marketing strategist /writer will make the co-creation a safe and consistent process and experience.

Our team delivers

TANGIBLE INSIGHTS AND QUANTIFIED OUTCOME

Discovery Research & Clarifying Strategy



Using a deep understanding of the marketplace and your customers' desires, we help you clarify your brand strategy.

Designing the Brand Identity



Once the overall strategy is agreed upon, the graphic designer creates design options for elements in the project, such as newsletter, landing page, presentation, full website or brand identity style guide. Typically there are two reviews in the brand design process, then a final version is approved.

Brand Identity & Touch-points



With big creative ideas, we craft your unique identity and the various touch points to build your brand architecture.

Finally the brand architecture is established and final production occurs.

Brand Guideline & Launch



We deliver an easy-to-use and coherent brand guideline book. You are now ready to launch your new brand internally and externally to start a new phase of business growth and improve your customers' lives.