



Marketing at the Intersection of Creativity & Analytics

Elisha Consulting Portfolio

Marketing is a delicate balance of science and creativity.

Creating beautiful images is called art, developing captivating content that leads to sales based on data is called marketing.

If you are ready to raise your company profile, marketing efficiency, standards of excellence, and ultimately the bottom line - then you have come to the right place.





TABLE OF CONTENTS

- Services 5
- Branding 6
- Campaigns 13
- Process Improvement 18

ABOUT ELISHA CONSULTING

Why was Elisha Consulting Founded?

Elisha (ee-LIE-shuh) Consulting was founded to help companies reach new levels of excellence by utilizing “true marketing.”

Many people equate marketing to graphic design, when in reality, true marketing is a unique blend of strategy, execution, analytics, adaptation, and maintenance.

Our goal is to work collaboratively with clients to find creative and optimal marketing solutions. No business is exactly the same, your marketing plan should be customized to your business needs.

Elisha Consulting provides a customer and personalized approach to defining and exceeding your marketing goals.

Matt Avery

SERVICES

We follow a five step approach of discovery, strategy, execution, analytics, and maintenance to optimize your marketing and revenue growth.



DISCOVERY

Establish Goals
Market Analysis
Interviews



STRATEGY

Custom Campaigns
Set Timelines
Create Budgets



EXECUTION

Brand Management
Digital Marketing
User Experience



ANALYTICS

Social Media Metrics
Google Analytics
SEO



MAINTENANCE

Update Campaigns
Brand Refresh
Build Momentum



BRANDING

A central function of true marketing is building an attractive brand. A strong brand is essential for established companies, start-ups, non-profit organizations, and individuals.

Elisha Consulting has helped all of the above. We have started from nothing with start-ups while other times we have been called to re-brand established companies with decades of experience.

In the next few pages you will find some of our branding highlights which display both re-branding and creating brands from just an idea.

We are here to help your brand combine aesthetics with proven methods to increase profits.

BENEFIT CONCEPTS, INC.

Benefit Concepts, Inc. (BCI) is a leader in employee benefits, compliance, technology solutions, and HR services. They have served the Texas market and beyond for more than 30-years.

Elisha Consulting has worked with BCI since 2015. Our goal has been to collaboratively re-brand the company to constantly be agile as the employee benefits industry changes daily with new legislation.

In 2015, we started with a discovery process to better understand BCI and have since developed and executed a complete re-brand.

Some of our main strategic campaigns include:

- New logo and color scheme
- Updated collateral (an example can be seen to the right)
- Process improvement
- Creating and sending monthly newsletters
- Training the communications department
- Creating a 2-minute commercial
- Building a responsive website (more explanation on next page)



BCI & UHC ARE HOSTING AN ALL SAVERS TRIO MOTION INFORMATION SESSION

Learn about All Savers Trio Motion!

Get paid to walk. All Savers® includes a valuable walking program called Trio Motion®. You can earn as much as \$1,095 to help pay for out-of-pocket medical expenses this year, just by walking. Get started right away, and we'll give you the first \$75 in FIT earnings!

Set yourself up and take a 300-step test walk within 60 days of the All Savers® effective date, and we'll credit your account for the first 25 days for a total of \$75!

We will discuss this amazing offer on March 9th

Time: 11:30am
Date: March 9th
Location: Houston, TX

To attend: RSVP Jane Doe
janedoe@email.com

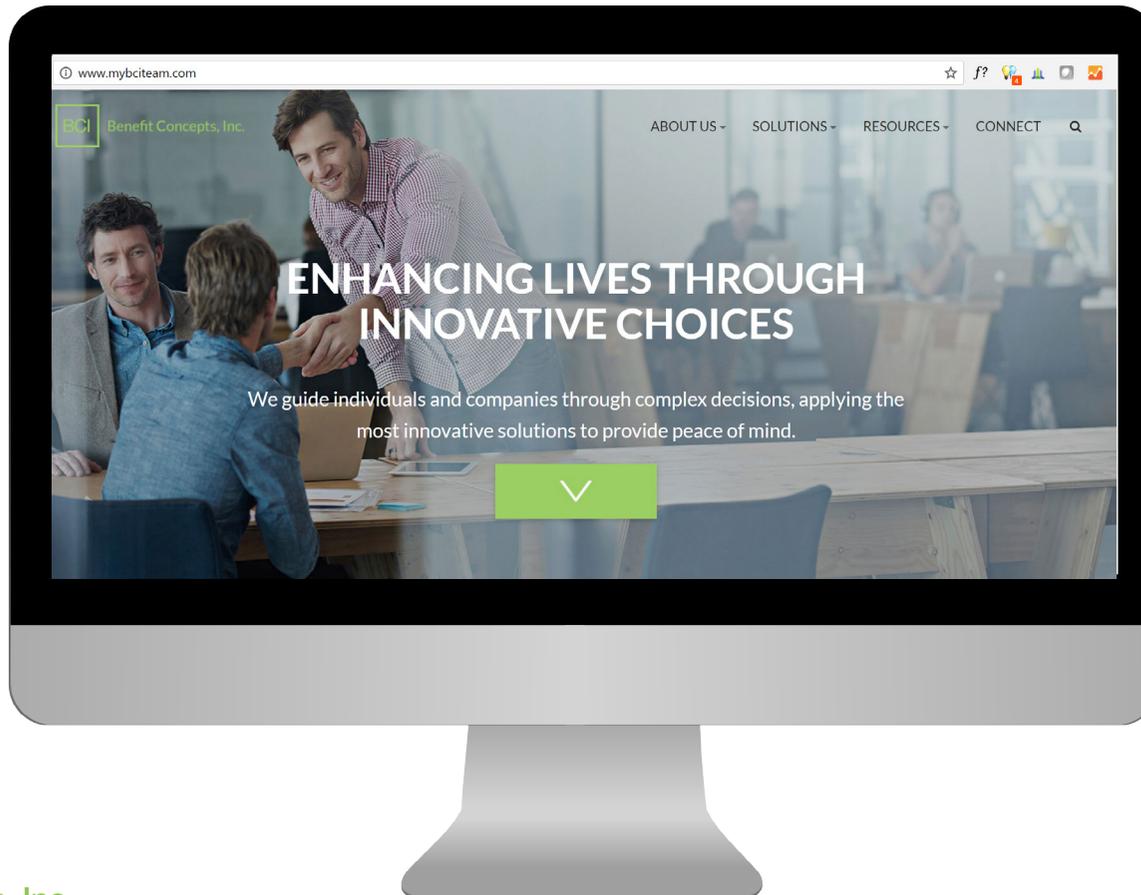
Corporate Office • Houston, Texas
(713) 728-7200 | www.myciteam.com

BCI Benefit Concepts, Inc.

WWW.MYBCITEAM.COM

Elisha Consulting developed a new website for BCI. Building the website was just the beginning as we have worked collaboratively to ensure the website has beautiful form while being highly functional. This has included SEO, monitoring and utilizing Google Analytics along with Google Search Console, constructing an Intranet, and building a simple to use RFP system.

We believe websites should combine beauty with substance. See the website at www.mybciteam.com



Centre Technologies

Centre Technologies is a proven IT Solutions company which continues to grow because of their outstanding customer service and excellence in their delivery of products.

Elisha Consulting was referred to them and together we created collateral for multiple delivery systems to launch a service. As a team we crafted five marketing pieces to assist their sales team.

These included:

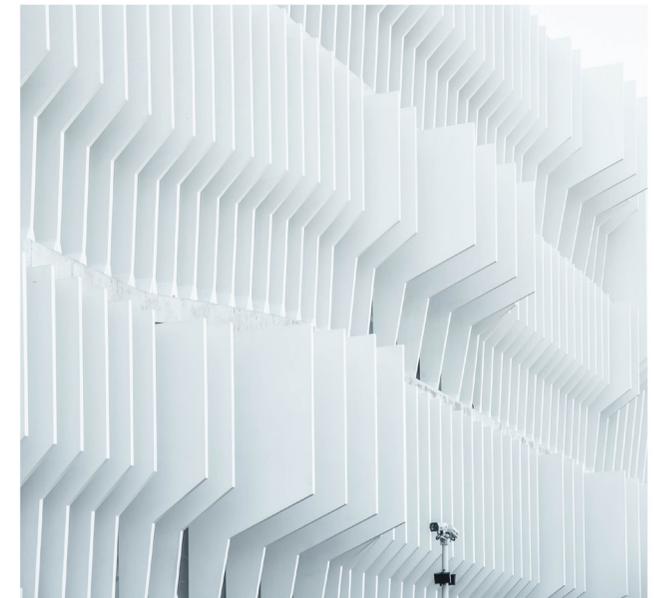
- Blogs to capture potential customer's attention
- One-page flyer to serve as leave-behind collateral
- Four-page brochure for more detailed information
- 36-page booklet for the sales team (cover to the right and first 2-pages seen below)
- 90-second video commercial



MSaaS and ARTIS™

managed security as a service and assessment of risk & technical infrastructure security services descriptions

Willie Mata, CISM, CRISC, CISA



Collateral

Elisha Consulting believes in true collaboration. We intentionally met with the Centre Technologies team before design began to better understand their company DNA.

After our initial meetings the collateral pieces followed a systematic process rooted in collaboration.

The result was items for the Centre Technologies team to increase sales.



**THE VISION OF CENTRE TECHNOLOGIES IS EASY:
TO BE A LEADER AND TRANSFORM OUR INDUSTRY,
HELP OTHERS, CREATE VALUE,
AND MAKE A DIFFERENCE IN THE COMMUNITIES IN WHICH
WE WORK AND LIVE.**

The Twelve C's of Centre Technologies

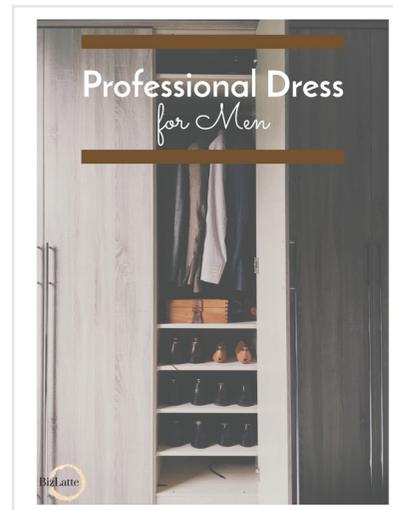
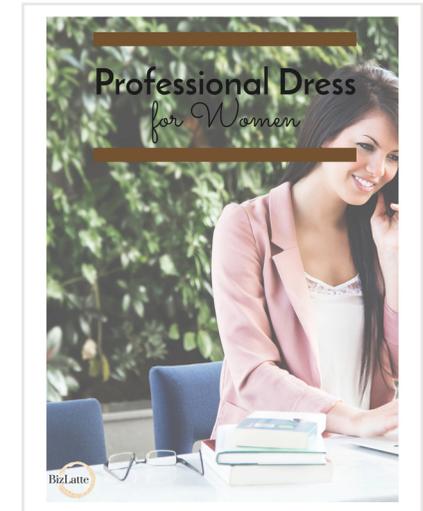
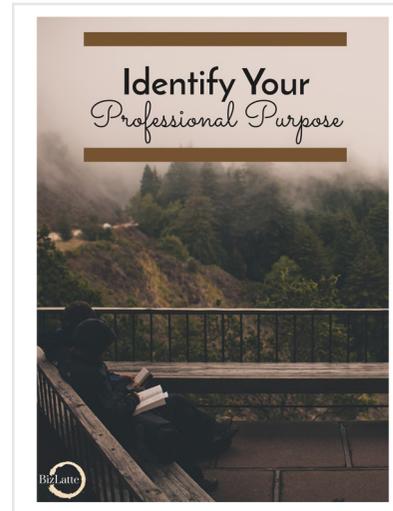
- Community**
Improving that which surrounds us for a better quality of life
- Charity**
Giving back to the communities who have given so much to us
- Creativity**
Crafting an innovative IT solution for your business
- Collaboration**
Brilliant minds working together
- Care**
Caring about you and the success of your business
- Clients**
The Centre of our business. Without you, there would be no us
- Communication**
An important key to any successful relationship
- Candor**
Candid feedback to help you grow to the next level
- Culture**
Creating a friendly, close-knit environment
- Courage**
Not being afraid to take innovative technology risk
- Character**
Honesty, integrity, drive, and leadership
- Connection**
Going above and beyond to provide that special touch

BIZLATTE

BizLatte is a start-up with a goal to help millennials advance their careers. Elisha Consulting has become a partner with BizLatte and continuously helps with their marketing and operations.

Our services have included:

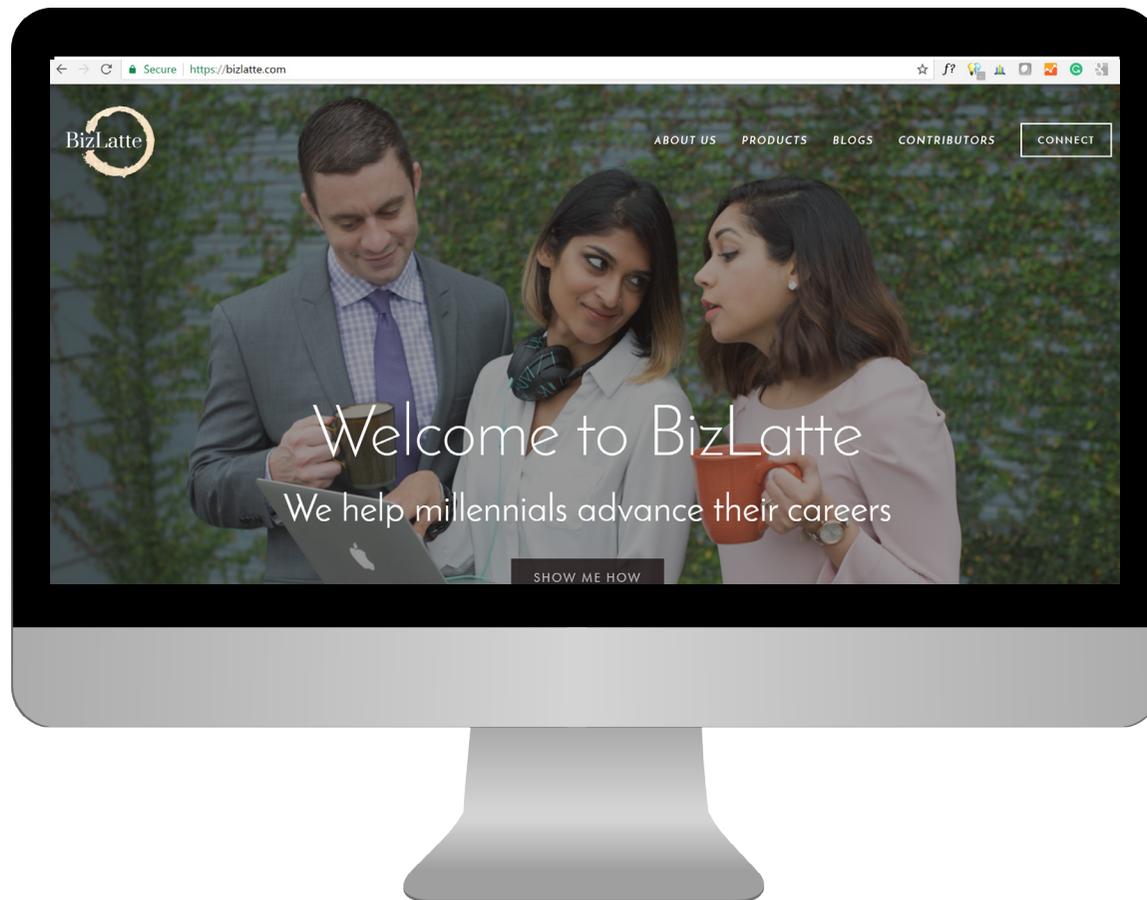
- Creating collateral including digital e-guides (samples of covers to the right)
- Shooting videos and writing blogs for content marketing campaigns
- Assisting with brand development
- Establishing communication and operational processes
- Working with team to develop website (more information below)



WWW.BIZLATTE.COM

Elisha Consulting helped create the BizLatte website while developing a system for continual enhancement. These steps have occurred through SEO, analyzing Google Analytics and Google Search Console, content marketing, and overseeing user experience.

To view the website visit: www.bizlatte.com





CAMPAIGNS

Branding and user experience is a starting point to marketing. All companies need a strong brand, yet to really capitalize on marketing best-practices, there must be dedicated campaigns to grow a company.

Elisha Consulting has experience in a variety of campaigns including:

- Traditional Print Advertising
- Modern Digital Marketing
- Crowd Funding
- In-Person Events
- Pay-Per-Click (PPC)

The following pages explain our process for successful campaigns.

STEPS TO A 6,600% ROI

Yes, you read that correctly, a campaign with a 6,600% ROI. How did we do it? By following a process. Here were the main steps.

- Established clear goals for success, i.e. \$13,000 in profit
- Set a marketing budget, we went as lean as possible and budgeted \$200 for Facebook advertisements
- Built a timeline to launch
- Designed initial graphics for social media and website
- Built a landing page
- Wrote content for social media and scheduled for release
- Created digital newsletters
- Launched campaign
- Monitored and adjusted accordingly
- Goal, and more, was reached in the time we anticipated

“Never stop testing,
and your advertising
will never stop
improving.”

~ David Ogilvy

DIVERSITY OF CAMPAIGNS

Marketing takes on many forms. Elisha Consulting has successfully strategized and executed various campaigns. These show our versatility to help your company, start-up, or non-profit organization. One of our specialties are **events** which can yield large profits if done correctly.

\$500,000+

Raised over \$500,000 for orphan care in Haiti through fundraising events and digital marketing campaigns.

150%

Developed, organized, and oversaw inaugural non-profit Gala which profited \$105,000 delivering 150% of target.

GOOGLE MARKETING CHALLENGE

Founder of Elisha Consulting, Matt Avery, was part of a team which placed 3rd in the Social Impact Category for Google's Online Marketing Challenge in 2015.

He, along with three others, competed against tens of thousands of others from across the globe in a Pay-Per-Click (PPC) challenge with Google.

The team worked with River Oaks Chamber Orchestra in Houston and provided results which placed them in the top 3 of competitors globally.

PPC could be your avenue to success. If you want similar results, connect with us today.

29%

Conversion Rate

11%

Revenue Growth

All with Google
AdWords and PPC

CONTENT MARKETING

At the heart of Elisha Consulting is content marketing. We are passionate about creating engaging content which draws customers. This is done through blogging, videos, infographics, and more. As a team we continually refine our content marketing for clients and ourselves. Below are some of our proudest content marketing campaigns.

1st Page

Your MBA Purpose is an online resource for MBA students. Through consistent blogging we reached the 1st page of Google in 6-months.

1,300+

BizLatte acquired 1,300+ unique visitors in the first month of launching with dedicated content marketing.

400%

We saw a 400% Facebook like increase for a non-profit organization in less than a year.



PROCESS IMPROVEMENT

Before we finish, let's not forget marketing is at the core of business today. Marketing goes beyond design, websites, and social media.

Proper processes and strategy are essential for a great user experience. Elisha Consulting has worked with many companies on strategic processes to optimize brands.

Our offerings have included:

- Creating go-to market strategies
- Launching start-ups
- Researching and writing business plans
- Developing re-organization structures
- Building investment plans for VC fundraising rounds



When you're a carpenter making a beautiful chest of drawers, you're not going to use a piece of plywood on the back, even though it faces the wall and nobody will ever see it. You'll know it's there, so you're going to use a beautiful piece of wood on the back. For you to sleep well at night, the aesthetic, the quality, has to be carried all the way through.

~ Steve Jobs ~

A photograph of a person sitting at a table in a cafe. The person is wearing a dark blue sweater and has orange nail polish. They are holding a green smartphone in their left hand and a metal stirrer in their right hand. On the table in front of them is a white coffee cup with a saucer, a white napkin, and a glass of coffee. There are also some pink flowers and salt and pepper shakers on the table. The background is a plain wall.

CONTACT US

We are ready to help your company reach new heights through true marketing. Elisha Consulting can provide any or all of the above services.

Contact today to set up a meeting and grow your business.

www.elishaconsulting.com/contact