

inspired
MELISSA

Marketing Services

EXPLORE —

Melissa McGlenn's Marketing
and Consulting Offerings



*Launch & Grow Your Dream Business with
the 1-on-1 Guidance of a Marketing Director*

Welcome to Inspired Melissa

A BOUTIQUE MARKETING AGENCY FOR CREATIVE BUSINESS OWNERS



Hi there! I'm Melissa, Creative Director and Marketing Manager.

First of all, thank you so much for considering Inspired Melissa. I couldn't be happier to connect with you! Before delving into our possible collaboration, I warmly invite you to explore the essence of my work and the extensive range of services I offer.

As you flip through these pages, imagine the possibilities we can create for your brand. Then we'll chat about what you have in mind on a discovery call and, from there, I'll design a custom project for you.

*There's nothing I love more than serving businesses like yours,
giving you the marketing and design resources you need.*

Great marketing and design helps businesses reach their full potential.

It can set you apart from the competition, shape perceptions, attract new clients or customers, and elevate your entire brand. Helping small businesses grow is why I do what I do. And I'm excited to partner with businesses like yours.

I care about getting to know your goals, and truly take the time to understand your business to ensure the resulting strategy aligns with your vision.

COLLABORATION —

Together, we embark on a transformative journey of discovery and meaningful consultation, nurturing your vision to fruition with the power of collaboration.

FOUNDATION —

We craft a solid foundation, sculpting a brand that resonates with the essence of your ideal clients or customers, fostering a profound connection built on authenticity and resonance.

CLEAR PRIORITIES —

Unveiling your true aspirations, we delve deep into understanding your goals, illuminating the path to clarity and purpose, aligning every step with your distinct vision.

VISION —

Embracing a holistic design process, we infuse your brand with a visionary essence, weaving a tapestry of creativity and intention, nurturing a future that reflects your bold and beautiful dreams.

ARE YOU MISSING THE SPIRIT OF CREATIVE COLLABORATION?

"Of all the things Melissa does well with our website, my favorite part of her service is her creative collaboration. I always leave a meeting with her feeling energized, inspired and grateful! She brings creativity and beauty and is wonderfully inspiring as a collaborative partner. I highly recommend her services."

CLIENT — Reverend Jane Hiatt, Unity Community of Central Oregon

ARE YOU TIRED OF TRYING TO DO IT ALL ON YOUR OWN?

"I hired Melissa to help me with my Google My Business Account. As a proud DIY'r, I did much of the work myself. I eventually got stuck and wasted a lot of time and energy trying to figure it out on my own. I wish I had contacted Melissa sooner because she easily solved my problems and relieved me of a huge burden! Melissa bridged the gap from my DIY skills to fully optimizing my account. I highly recommend saving yourself the headache and get some help from Melissa sooner rather than later!"

CLIENT — Melissa Jean, Tidy + Flourish

ARE YOU READY FOR A TRUSTED GUIDE ON YOUR SIDE?

"I've had the pleasure of working with Melissa over the past several years. Melissa is knowledgeable, creative, and intuitive with the ability to take those tough tasks breaking them into small, manageable pieces. For someone who is learning a different set of skills outside their normal business I so highly recommend Melissa as a guide!"

CLIENT — Lea Anne Hellesto, Discover Health, LLC



INSPIRED MELISSA COLLABORATES WITH WOMEN-OWNED BUSINESSES DRIVEN BY A PASSION TO CREATE A POSITIVE IMPACT IN THE WORLD.

Through my personalized approach, I foster a collaborative environment that cultivates not just business growth but personal fulfillment.

My mission is to empower each client to embrace their unique narrative, transforming their vision into a compelling brand story that resonates deeply with their audience.

With a sharp focus on detail and unwavering commitment to excellence, I guide clients towards sustainable success and meaningful impact.

What unites my clients is their desire to create something greater than themselves, make an impact, and grow sustainably.



Marketing & Design Offerings

From brand design to website design, print design, and marketing strategies, I've got you covered when it comes to building (and growing) an amazing business. The services below give you an idea of how I can assist, however, we'll work together to craft an individual marketing and design strategy that suits your needs.



Services for Launching Your Business

My comprehensive range of services for launching your business is designed to lay a strong foundation, from creating a compelling brand identity to establishing a robust online presence, ensuring a successful entry into the market. With my expert guidance and tailored strategies, you are empowered to make a powerful first impression and stand out in a competitive space.

WEBSITE DEVELOPMENT AND DESIGN

Creating a professional and user-friendly website that represents your brand.

LOGO DESIGN

Elevating your business with a professionally crafted logo that captures the essence of your heart-centered business and brand.

HOLISTIC BRAND DEVELOPMENT

Shaping a unique brand identity, weaving together the elements that define your business ethos.

SOCIAL MEDIA SETUP AND MANAGEMENT

Setting up social media profiles on relevant platforms and curating a series of branded social media designs.

BASIC CONTENT CREATION AND FOR LAUNCH

Crafting compelling content for your website and social media.

EMAIL MARKETING CAMPAIGN SETUP

Designing and implementing an initial email marketing strategy.

SEARCH ENGINE OPTIMIZATION (SEO) SETUP

Implementing basic SEO techniques.

GRAPHIC DESIGN SERVICES

Creating visual assets that align with your brand, for print and online.

INITIAL ADVERTISING STRATEGY

Creating an initial advertising plan within your local community.

ANALYTICS AND REPORTING SETUP

Implementing tools for tracking and analyzing website and campaign performance.

Services for Growing Your Business

With my specialized range of services for growing your business, I aim to amplify your brand's reach and solidify its position in the market. From advanced digital marketing strategies to comprehensive SEO solutions, my tailored approach is dedicated to expanding your business's influence and fostering sustainable growth. With a focus on leveraging your unique strengths and market opportunities, I provide the guidance and resources needed to propel your business to new heights, ensuring long-term success and increased profitability.

ADVANCED WEBSITE DEVELOPMENT AND OPTIMIZATION

Enhancing website design to enhance your customer's experience.

ADVANCED SOCIAL MEDIA MANAGEMENT AND ENGAGEMENT

Developing a comprehensive social media strategy that aligns with your marketing goals.

COMPREHENSIVE CONTENT CREATION AND DISTRIBUTION STRATEGY

Developing a consistent content strategy across multiple platforms.

ADVANCED EMAIL MARKETING CAMPAIGNS WITH SEGMENTATION

Implementing targeted email campaigns with personalized and targeted content.

SEARCH ENGINE OPTIMIZATION (SEO) AUDIT AND STRATEGY FOR GROWTH

Conducting a detailed SEO audit and developing an advanced strategy.

PAY-PER-CLICK (PPC) ADVERTISING CAMPAIGN MANAGEMENT

Creating and managing targeted advertising campaigns on your preferred platforms .

CONVERSION RATE OPTIMIZATION (CRO) STRATEGIES

Analyzing user behavior and implementing strategies to improve conversions.

ADVANCED ANALYTICS AND REPORTING

Providing in-depth analytics and reports on key performance indicators.

EXPANDED GRAPHIC DESIGN SERVICES

Providing ongoing graphic design support for various marketing initiatives.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) INTEGRATION

Implementing a CRM system to organize, track and manage customer interactions and improve customer relationships.



Marketing Consultation for Intrepid Women

At the heart of my marketing consulting services is a commitment to empowering women-led businesses through creative strategies and empathetic guidance. My consultancy embodies the distinctive spirit of female entrepreneurship, providing customized marketing solutions that deeply resonate with the contemporary, dynamic woman.

With a profound understanding of the challenges and aspirations of female business owners, I serve as your trusted guide, weaving together innovative marketing techniques with a deep appreciation for authentic storytelling. By infusing your brand narrative with creativity and purpose, I aim to elevate your business presence in a crowded digital landscape. My collaborative approach fosters a supportive environment, where your vision is brought to life through customized marketing strategies that speak directly to your audience.

Add Ons

Be sure to ask about these commonly added options!



WEBSITE MAINTENANCE —

Ensure your website runs smoothly, remains secure and up-to-date with comprehensive website maintenance.



BRANDED VIDEOGRAPHY —

Elevate your brand's storytelling with my professional videography services tailored to highlight your company's unique narrative.

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