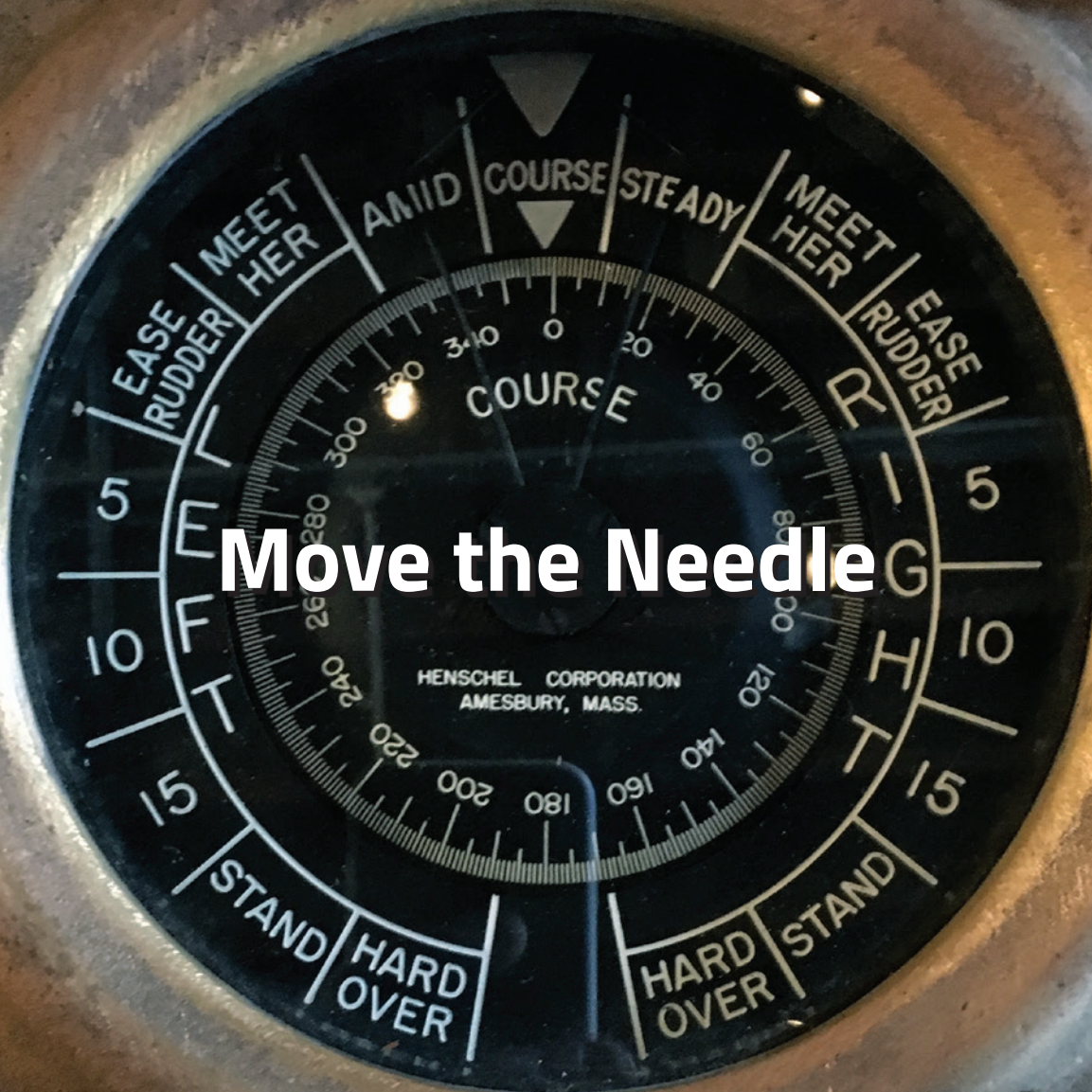


*Move fast,
fix things*





Move the Needle

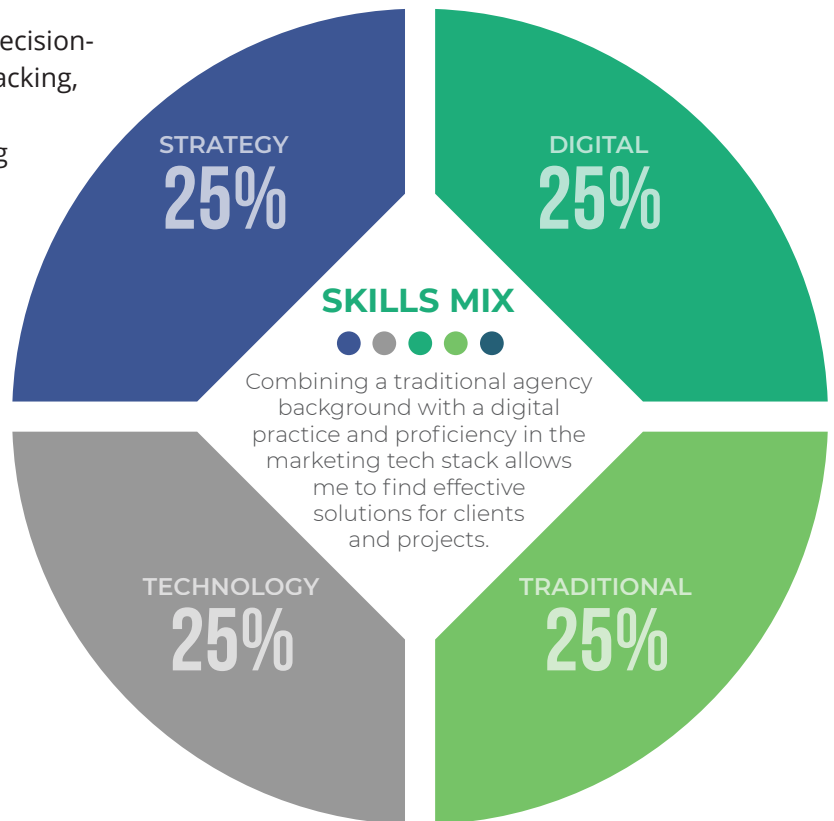
As an experienced digital strategy

consultant with a background in design and technology, I believe I can bring to your project the necessary skillset and unique insight to make a marked difference. In particular:

- > I have delivered both traditional and digital marketing and communications strategies to well-known clients for over 20 years, while successfully leading teams and managing vendors. This has included brand management and customer experience projects at both a regional and national level.
- > I am deeply familiar with the critical decision-making power of analytics and ROI tracking, and the process of translating these insights into strategies and messaging that will resonate and convert.
- > I have extensive experience with content strategy as it relates to ongoing trends in design, technology and marketing. This 'digital-first' approach allows me to develop briefs leading to campaign outcomes that meet overall brand objectives and KPIs.
- > I am often recognized for my ability to distill and communicate information in a clear and easily understood way to both clients and internal teams.

This combination of skills and abilities places me in an ideal position to determine the needs of companies and understand their business intelligence and culture.

From this vantage point, I can provide strategies and solutions that solve client pain points and move business goals forward to success. All the while ensuring that the outcomes are measured for return-on-investment.



An aerial, high-angle photograph of a large train yard filled with numerous high-speed trains. The trains are arranged in long, parallel rows, receding into the distance. The central train in the foreground is a white and blue high-speed train with the number 7273 on its front. To its right, another train has the number 506 visible on its side. The trains have a sleek, aerodynamic design with corrugated roofs. In the background, there are modern buildings, including a prominent one with a red, tiered, pagoda-like structure. The scene is brightly lit, suggesting daytime.

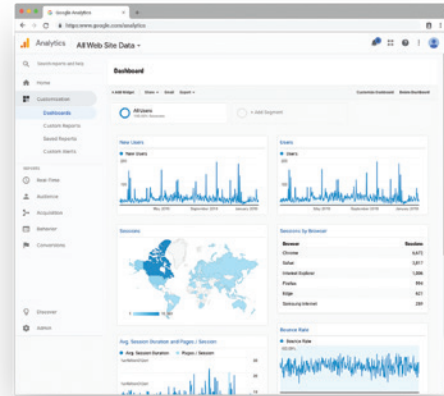
All on Board

7273

506

Skills and Services

- 1. Tech Stack Integration:** Expert level experience in the marketing tech stack used in digital marketing delivery across channels for companies and projects. This includes digital asset, content, customer relationship systems.
- 2. Analysis and Performance Measurement:** Strong abilities in analyzing and optimizing traffic and conversions using Google Analytics, Google Ads and SEO techniques to meet KPIs.
- 3. Content Development:** Highly skilled in the full spectrum of digital marketing inputs and outputs. This includes graphic design, video production, copywriting, social channel management, photography and HTML/CSS.
- 4. New Tech for Storytelling:** Tell your story to colleagues, investors, and clients in an immersive and compelling way using virtual and augmented reality. This allows for unprecedented viewing perspectives.
- 5. Campaigns and Content Marketing:** Strategic, campaign-level ideas and content that engages and converts. This includes concepts, copy and briefs.
- 6. Traditional Marketing:** Digital marketing is often combined with traditional techniques. I am well versed in the areas of print, television and outdoor to ensure your campaigns have maximum relevance, reach and repetition.



Full Steam Ahead



In the tech start-up world,

there is a well known quote: “Move fast, break things.” The idea behind this is to attain leadership in your particular field, while being ready to pivot as soon as you realize a particular direction is not a winner. This suggests that the new breed of tech entrepreneur can re-invent themselves and disrupt an established market all before the ‘big guys’ have had their morning coffee.

There is a lot in this philosophy to learn from and emulate, but your clients and customers may not appreciate juggling with their fine china.

Meanwhile, with each turn of the economy (and each technology revolution), it becomes accepted by businesses large and small to do more with less. It is no longer viable to hire a large team to determine strategy and create content. At the same time, the landscape of available tools and solutions can be pretty daunting to the average person.

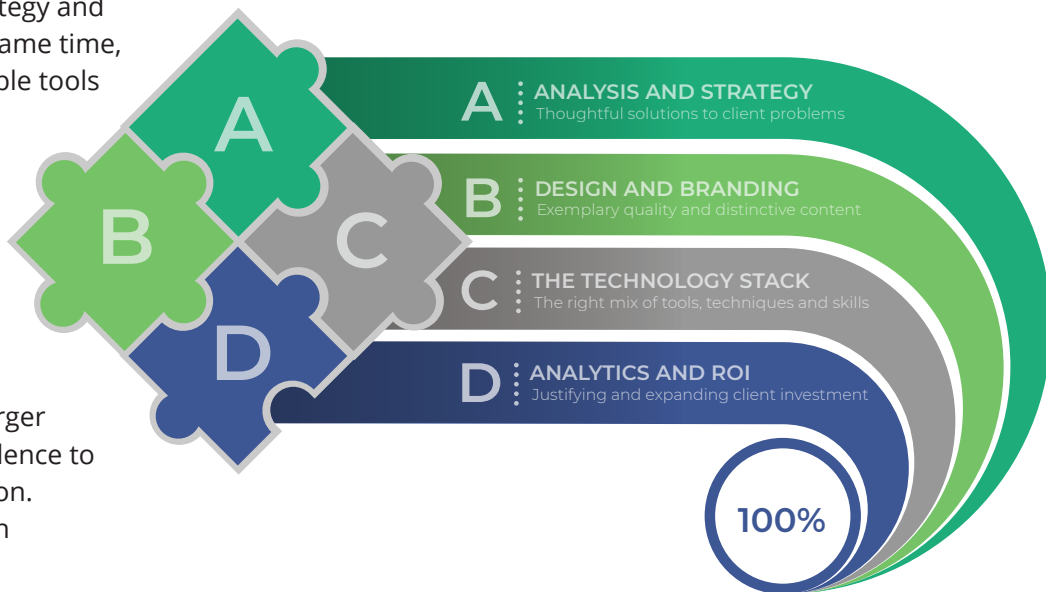
Branding, advertising and marketing may be as important as ever, but you are looking for a larger solution, and the confidence to justify its implementation. A coordinated approach to strategy (backed up

with analysis), content (backed up with technology) and reporting (backed up with analytics) will win the day, and your trust.

In this scenario, traditional (print, TV) campaigns coordinate with content marketing and social strategies. This leads consumers to an app, or landing pages and a CRM. All the while, tools are provided to the you that allow you to increase customer engagement, sales and the confidence that your investment is being rewarded. To the benefit of your business, real value is offered.

Together, we can harness the energy and speed of start-ups. We can leverage the intelligence and security of large companies. In other words:

“Move fast, fix things.”





Let's Start Our Journey

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