



Microsoft Partner Marketing B2B Services Packages

Gain the Expertise You Can Measure

WE ARE MAVEN COLLECTIVE MARKETING

Maven Collective Marketing is a multi-award-winning digital marketing agency that partners with Microsoft Partners and business-to-business (B2B) software organizations. We help disrupt and redefine their marketing strategies in order to differentiate their services in the oversaturated marketplace of software and software services sameness.

Maven Collective Marketing has the expertise and experience to translate and communicate brand messaging to prospective leads and current customers through the execution of tailored digital marketing strategy. Maven Collective helps organizations realize business goals by driving growth and producing meaningful ROI.

For more than a decade, we've delivered measurable Microsoft Partner Marketing expertise to Microsoft Partners worldwide. With our insatiable passion for B2B marketing and technology, we navigate clients to define their brand, differentiate their business, and grow their revenue.

If you are ready to get the B2B marketing results you can measure and business outcomes you desire, it's time to start working with the Mavens.



What I love about Maven Collective is they always deliver you more value than you expected. We always receive tips and recommendations on top of the great service. This just shows how much they care for your business and your results."

Justina Zigmante
Senior Channel Marketing Manager,
COMPANIAL,
Microsoft Software Development Center



Microsoft Partner Program Services

Are you feeling lost in the saturated Microsoft ecosystem? Amplify your voice and boost your bottom-line growth through a customized marketing package with the support of seasoned Microsoft Partner Marketing practitioners.

MICROSOFT PARTNER MARKETING PACKAGE

Unveil your strengths and expertise as a Microsoft Partner.

- Microsoft Partner Channel Engagement
- Microsoft Cloud Partner Program Review/Setup
- Microsoft AppSource Profile/Listings
- Azure Marketplace Profile/Listings
- Microsoft Marketplace Benefits
- Microsoft Partner Go-To-Market Services
- Partner Branding and Collateral Asset Development
- Microsoft Co-Sell Ready Service Packaging
- Microsoft POTY Award Nomination
- Microsoft Community Blog Ghost Writing



Maven Collective is fantastic to work with and they know Digital Marketing cold. YoY, Maven has taken us from 500-1000% increase in various traffic measurements. An absolute pleasure to work with. Works well with our internal team and vendors to make things happen! We were stuck until we engaged Maven Collective."

Dave Steeves
CEO, STEEVES AND ASSOCIATES,
Microsoft Cloud Solution Provider
& System Integrator Partner



B2B Marketing Digital Performance & Value Messaging Services

Start looking past quick wins and plan for tomorrow's success by taking a closer look at the current marketing processes that can be improved upon with measurable expertise.

DIGITAL PERFORMANCE AUDIT PACKAGE

Gain a comprehensive scorecard on how your business is performing digitally.

- SEO Scorecard
- Usability Scorecard
- Website Performance Scorecard
- Competitor/Microsoft Partner Scorecard
- Conversion Optimization Scorecard
- Social Proof Scorecard
- B2B Performance Recommendation
- Strategy Discussion

BRAND VALUE MESSAGING PACKAGE

Reveal the true value your business delivers to customers.

- Client Interviews and Testimonials
- Employee Interviews and Testimonials
- Competitor Messaging Evaluation
- Complete Messaging Framework
- Value Proposition, Mission Statement, Elevator Pitch and Boilerplate



The ease of working with them impressed me the most. We truly felt that individual attention which usually doesn't exist with larger firms. Should you work with Maven Collective, you won't be disappointed."

Rob MacKay
COO, MACKAY CEO FORUMS



Monthly B2B Marketing Services

Invest in a monthly package to establish a sustainable B2B marketing cadence that will create a natural inflow of leads and help propel your business forward.

SEARCH ENGINE OPTIMIZATION PACKAGE

Get found online and improve ranking among competing Microsoft Partner organizations.

- Keyword/Key Phrase Targeting
- Analytics Review/Setup
- Search Console Review/Setup
- Title Tag and Metadata Creation
- Technical SEO Review/Setup
- Internal Link Building
- Basic On-Site Optimization
- Audit of Broken/404 Internal Links
- Blog/Article Writing
- Lead Generation and Conversion Optimization Focus
- Supplemental Paid Advertising
- Monthly Reporting
- Monthly Review/Strategy Discussion

SOCIAL MEDIA AND REPUTATION MANAGEMENT PACKAGE

Build social authority, recognition, and brand awareness to boost brand loyalty and be more relatable.

- Analytics Review/Setup
- Social Listening and Trends Analysis
- Company Social Profile Review and Optimization
- Leadership Team Social Profile Optimization
- Customer/Prospect Lists Integration
- Weekly Scheduled Posting Cadence (all accounts)
- Social Engagement (one-on-one)
- Social Media Account Management
- Social Paid Ads
- Monthly Reporting
- Monthly Review/Strategy Discussion

SEARCH ENGINE MARKETING PACKAGE

Drive quality traffic and attract relevant audiences to your website.

- Analytics Review/Setup
- Search Console Review/Setup
- Audit of Broken/404 Internal Links
- Google My Business Review/Setup
- Microsoft Clarity Review/Setup
- Bing Webmaster Tools Review/Set Up
- External Link Building
- Basic Off Website Optimization
- External Directory/Listing
- Guest Blog/Article
- Local Search Paid Advertising
- Monthly Reporting
- Monthly Review/ Strategy Discussion

LEAD GENERATION AND CONTENT DEVELOPMENT PACKAGE

Attract prospective clients and nurture with educational content.

- SEO Downloadable Gated Assets (Guide, eBook, Case Study, Whitepaper)
- Landing Page Design and Development
- Social Media and PPC Campaigns
- Product/Service Trial Campaigns
- Direct Mail Campaigns
- Creating Print Literature
- Marketing Automation Review/Setup
- Email Marketing Series
- Lead Nurture Emails



Lars Agger
Managing Director, EFOQUS,
Microsoft System Integrator
& Independent Software
Vendor Partner

“Quite often, vendors are very generic in the way they approach things. Maven Collective Marketing’s understanding of our line of business and the challenges we have is impressive. They’re also able to combine that with the right marketing tools and techniques. I would highly recommend them.”

EFOQUS

Tailored B2B Marketing Services

There is more than one way to build upon your success and drive results. Empower your organization through these packages with a tailored roadmap for your B2B audience.

SINGLE/SERIES B2B VIRTUAL EVENT PACKAGE

Schedule, plan, and host successful virtual events with measurable outcomes.

- Event Registration Page Setup
- Email Event Invites
- Social Media Event Posts
- Event Blog (Pre & Post)
- Social Media Paid Ads
- Event Presentation Creation and Design
- LIVE Event Practice Sessions
- LIVE Virtual Event Facilitation
- Post-Event Email Follow Up
- On-Demand Webinar Gating
- Periodic Review and Strategy Discussion (Series Package)

B2B OUTBOUND MARKETING & PAID ADVERTISING PACKAGE

Proactively communicate the benefits of your managed services, independent solutions, or applications with your target audience.

- Analytics Review
- Search Console Review
- Google/Search Engine Advertising
- Social Media Advertising
- Targeted Email Campaigns
- Reporting
- Review and Strategy Discussion



David Jones
Sales Consultant,
INTRANETPRO,
Microsoft Independent
Software Vendor

Immediately after our first webinar marketed and facilitated by Maven Collective Marketing, we set up a discovery call with a webinar attendee. These are the immediate results we appreciate seeing working with the Maven Collective Marketing Team."

 IntranetPro

B2B AWARD SUBMISSION PACKAGE

Gain credibility and showcase your best work through award nominations.

- Award and Category Selection
- Customer Interviews/Testimonials
- Employee Interviews/Testimonials
- Award Nomination Storytelling Composition
- Copywriting/Designing Supporting Documents
- Final Submission and Award Tracking

B2B MARKETING REBRAND PACKAGE

Redefine your brand and transform your corporate identity.

- Value Proposition Review
- Employee Interviews
- Logo Design and Development
- Brand Identity Revamp
- Refresh Information Architecture
- Website Update
- Testing/Review
- Branding Update Across Platforms
- Rebrand Launch Campaign
- Brand Merchandise



Maven Collective Marketing did an excellent job and really aligned with us on writing the submissions. Overall, I'm happy with the results."

Claude Rose
Owner, GESTISOFT,
Microsoft System Integrator
& Microsoft POTY Impact
Award Finalist

Gestisoft®

B2B Website Marketing Services

Your website is the entryway to your solutions and services. Make the best and longest lasting impression with quality, authority and definitive value that resonates.

START UP WEBSITE PACKAGE

Get your new venture online with ease and launch an engaging and user-friendly website.

- Domain Name Registration
- Website Hosting
- Email Domain Setup
- Website Design and Development
- SSL Certification Installation
- Content Management System Setup/Training
- Search Engine Optimization
- SEO Copywriting/Downloadable Assets
- Technical SEO Setup
- Analytics/Search Console Setup
- Website Management Training
- Assigned Account Exec/Project Manager

ONGOING WEBSITE SUPPORT PACKAGE

Experienced support that keeps your website performing at its best.

- Website Traffic/Analytics Reporting
- Website Upgrades/Updates
- SEO Content Review
- SEO Copywriting/ Downloadable Assets
- Conversion Optimization
- Web Performance/Speed Testing

“



What we like about Maven Collective is that they're good at developing and executing marketing strategies specifically for tech companies. They're able to speak our language and understand the kind of products and services that we provide for our customers.”

Brian Long
Director of Business Development,
KLARINET SOLUTIONS, Microsoft
Cloud Solution Provider Partner



ONE PAGE WEBSITE PACKAGE

Deliver all the information you need through a comprehensively curated one-page website.

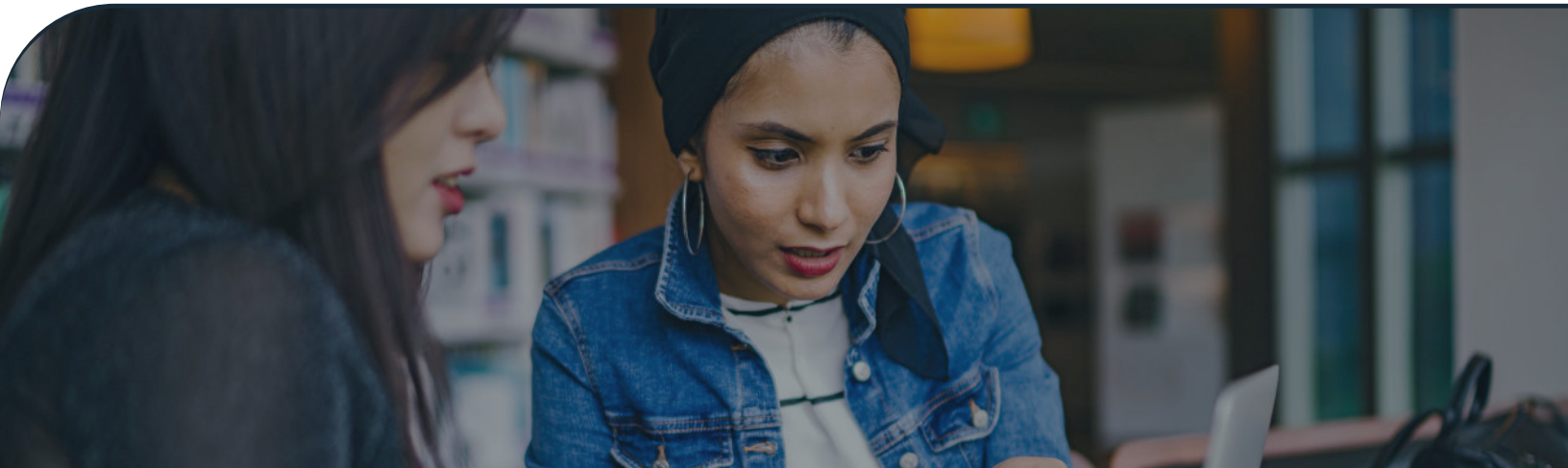
- Domain Name Registration
- Website Hosting
- Email Domain Setup
- Website Design and Development
- SSL Certification Installation
- Content Management System Setup/Training
- Search Engine Optimization
- SEO Copywriting
- Assigned Account Exec/Project Manager



My experience working with Maven Collective Marketing has restored my faith and power in marketing. Every piece of marketing collateral has been crafted to educate and entice. When I receive a request, I know that the potential client has a keen desire to get into a meaningful discussion and they are ready to buy. Working with the Mavens has significantly reduced the sales cycle."

Rayna O'Neil

Vice President of Sales, BONZAI,
Microsoft Independent Software
Vendor Partner



WHY MAVEN COLLECTIVE MARKETING

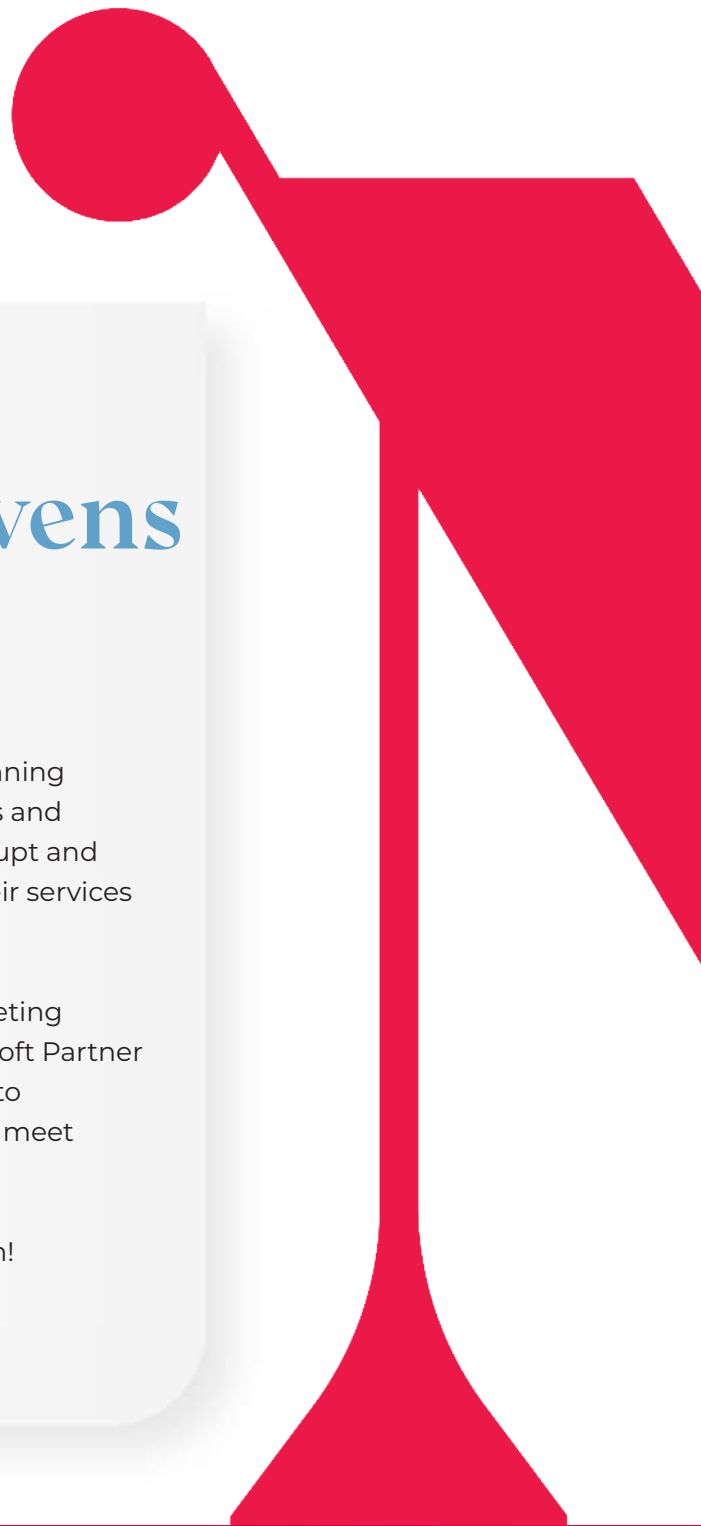
Maven Collective Marketing is the go-to B2B marketing and digital marketing agency for Microsoft Partners that elevates them to a category of one, yielding award-winning results across B2B marketing, website, copywriting, leadership, and entrepreneurship.

We are continuously striving to bring the best expertise to provide the tangible measurable results our outstanding clients rely on. If you are looking to take on impactful marketing initiatives or need help developing a measurable strategy or establish award-winning success for your business, then Maven Collective is the right marketing partner for you.



Maven Collective Marketing Notable Awards:





Work with the Mavens

Maven Collective Marketing is a top-reviewed, multi-award-winning digital marketing agency that partners with Microsoft Partners and business-to-business (B2B) software organizations to help disrupt and redefine their marketing strategies in order to differentiate their services in the oversaturated marketplace of software sameness.

Let's embark! Work with the Mavens to elevate your B2B marketing practice to stand as a category of one among the many Microsoft Partner organizations. Schedule a FREE consultation with the Mavens to determine which Microsoft Partner Marketing package(s) best meet your business' growth goals.

Get in touch today at mavens@mavencollectivemarketing.com!

**Exceed Your Growth Goals.
Let's Embark...**

+1.800.603.2902

www.mavencollectivemarketing.com

mavens@mavencollectivemarketing.com

