



## CASE STUDY: MARKETING MAVEN



### **MARKETING MAVEN CEO LINDSEY CARNETT**

wanted help communicating her Company Vision to her team. She was looking for buy in. She was seeking alignment. Then she discovered StratPro.

Lindsey Carnett founded Marketing Maven, a full-service marketing and communications agency, in 2009. With offices in multiple locations, Marketing Maven has carved out an exceptional reputation as a premier voice in the industry, specialising in market research and brand strategy, digital advertising, public relations, email marketing, creative direction, and SEO content marketing.

Like so many business owners, Lindsey and her company have overcome major hurdles throughout the years. A recession. A pandemic. Another recession. Marketing Maven survived and thrived in part by their ability to embrace evolution and position themselves ahead of the curve. While blessed with a team with a growth mindset and an innate ability to learn, to make it to the next level, Lindsey knew she still needed help communicating and actualising her vision. That's when she turned to StratPro.

**“StratPro really helped me solidify my company’s Mission, Vision, Values, and Brand Culture statements. I started with myself and my management team, then rolled it out to my entire staff,” Lindsey says.**

Lindsey says with StratPro, her team feels their work is more purposeful, their input is meaningful, and they appreciate not simply being a cog in the wheel. This was clearly evident when the team was determining their Key Performance Indicators.

**“We have now scheduled an annual company retreat for goal setting and KPI alignment. It’s incredibly encouraging to see and hear everyone so excited to participate and have a voice in the company’s future. The ability to have everyone’s feedback be visible and actionable was the best part for our senior leadership team.”**

Since implementing StratPro, Lindsey says her team better understands how certain requests and activities relate to each other. They are more able to connect the dots and appreciate how tasks and requests correlate to the bigger picture goal because they were involved in developing and achieving that bigger picture goal.

## StratPro Case Study

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**“It was validating for the team to know that their input was recorded and will be used in our KPI and benchmarking strategy moving forward. That was incredibly valuable.”**

Lindsey says that thanks to StratPro, she has also noticed more of a willingness from her team to perform those sometimes mundane tasks. They better understand the “Why” that ties those actions to attaining their strategic goals, because the goals - and how to get there - were clearly communicated.

**“It’s great. Everybody feels like their opinion is being heard and that we will win together as a team. I truly think this makes everyone much more personally invested in hitting our company goals.”**