



An Introduction

“The Brand Development Company”

eMaxx Partners was created with a mission to “inspire great thinking.” We harness the expertise in the organization and convert it into energy. Maximum Energy. Brands with energy are on the move. They are more talked about. More profitable. We do this by providing companies with world-class marketing talent—without the expense of large agency infrastructures or the over-priced “stock and trade” of a consultancy.

So, what do we mean by Brand Development?

We build brands in the same way developers build skyscrapers. Just as developers utilize architects, designers, and engineers (and when the assignment calls for it) electricians, plumbers, and landscapers, we have marketing professionals ready to go. All working together with one objective in mind — to build a brand with energy. One that leads to long-term profitable growth. That’s what we call “Brand Development.”

Our Brand Development services include:

- Brand Architecture
- Branded Content (e.g. video)
- Brand ID
- Brand Strategy
- Brand Valuation
- Creative Services
- Customer Experience (CX)
- Customer Journey Mapping
- CRM/DMP
- Database Mgmt
- Data Mining
- Design Services
- Digital Services
- Events
- Marketing Research
- Marketing Collateral
- Media Planning & Buying
- Messaging Framework
- Social Media
- Websites
- Web3 & Metaverse

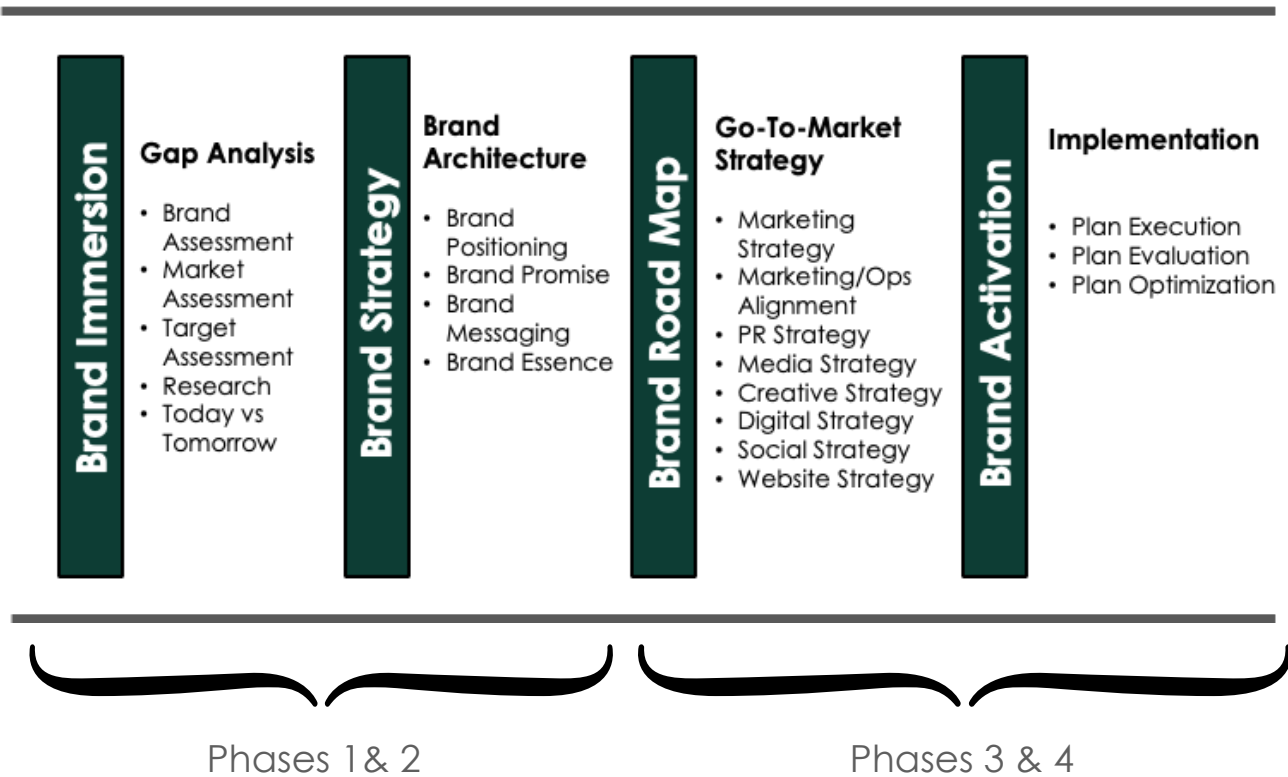


M-GAP



Our methodical approach creates repeatable success. The **M-GAP (Marketing and Growth Assessment Process)** is a comprehensive brand management tool that is designed to uncover key insights to guide strategic brand & growth recommendations. It's flexible: start with Phases 1 & 2 or jump to Phases 3 & 4.

M-GAP | Marketing Growth & Assessment Process



Agility Is Built In



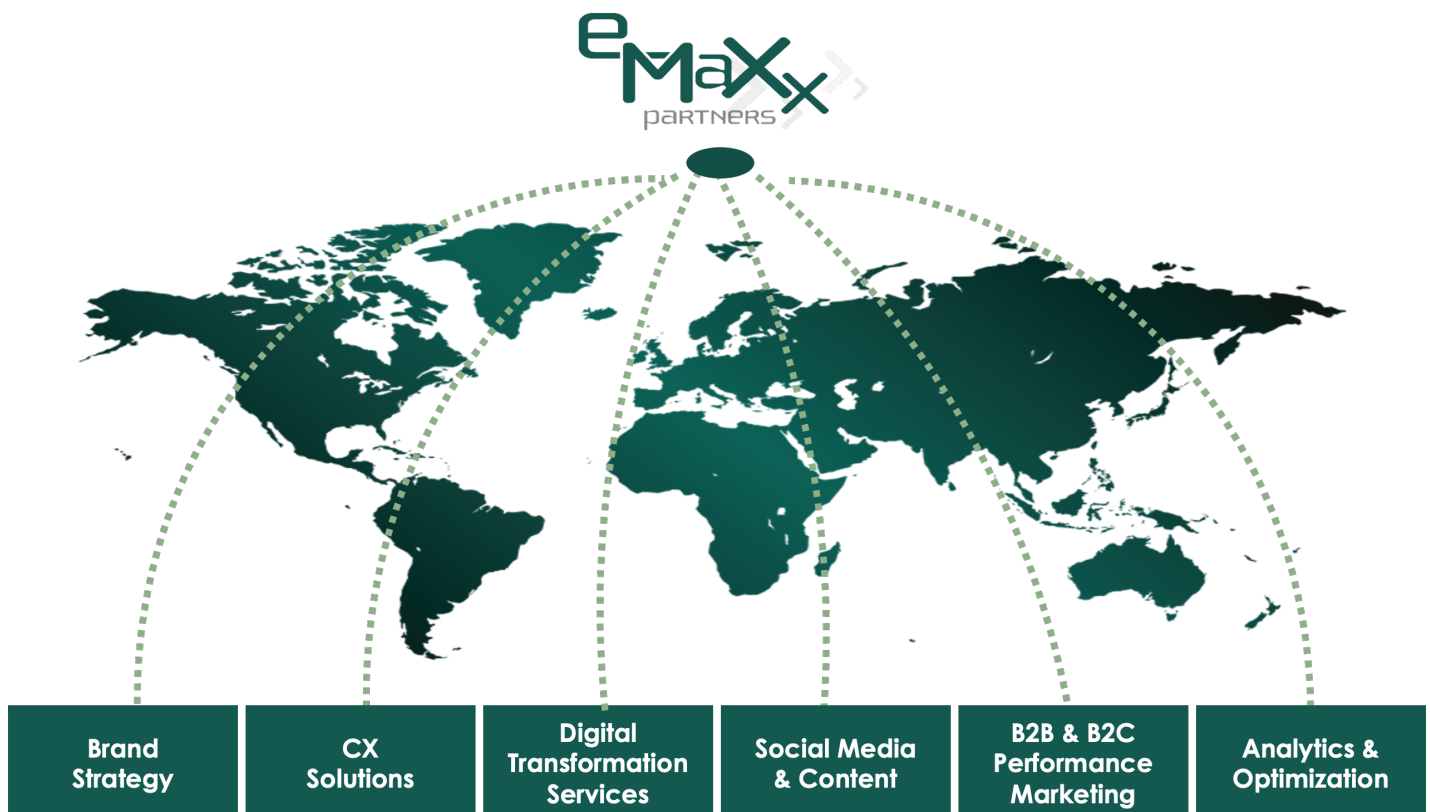
We are a lean operation with low overhead. Our agile executive management team has massive depth — 80+ years of combined experience across a myriad B2B and B2C categories. This allows us to deliver great value for our clients.

First and foremost, we are your idea partners and problem solvers — bring us your big dreams and most annoying headaches and will get right on it.

To avoid the disadvantages and costs imbedded in the traditional marketing services models, eMaxx Partners has built an **“open-source intelligence model,”** offering a more efficient and effective solution to meet short & long-term marketing and growth objectives.

With this innovative, brand development service model, eMaxx Partners plays the role of brand developer. First as brand architect, by providing C-suite level input into the strategic planning process; then as brand advisor by assembling an “A Team” of marketing specialists to generate ideas that activate and lead to the successful implementation of the strategic plan.

Open-Source Intelligence Model



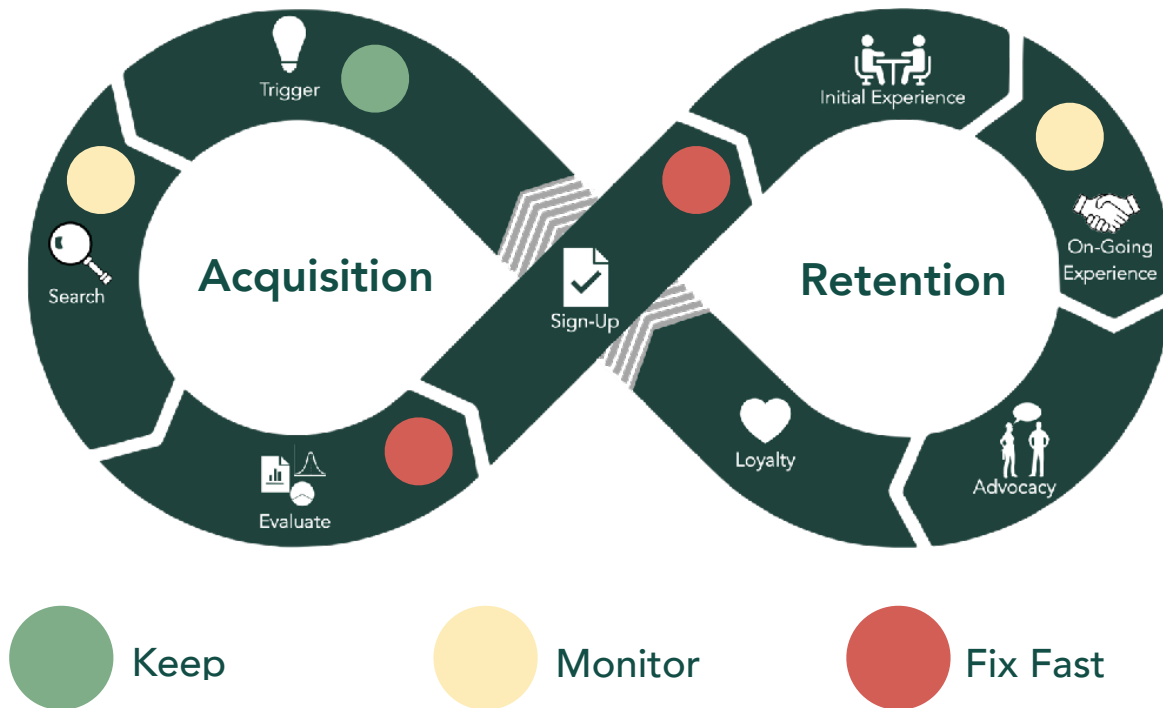
CX Leadership



Today's brands need to communicate, emotionally connect, and build relationships with customers in completely new and innovative ways—in ways that are changing quickly and dramatically. New technologies require that the customer experience (CX) be seamless, transparent, and frictionless. This is called “liquid expectations.” These technologies allow for better services and analytics—leading to the development of deeper, more meaningful relationships between your brand and your customers.

This is where we deploy data base optimization and data mining combined with customer journey mapping to increase customer acquisition, retention, and category leading Net Promoter Scores.

CX: How Well Is It Working?



The **BEE-GAP Analysis** allows eMaxx to construct a practical plan to close performance gaps in CX, to optimize brand performance and maximize company value.

The eMaxx Brand Development Philosophy



At eMaxx Partners, we believe —

It is critical to understand the new age of “liquid expectations” for consumers. And the role CX plays in decision-making for which brand to choose. Getting this right is critical for growth and improvement of shareholder value.

At eMaxx Partners, we believe —

Marketing should be viewed as a growth engine. Not as an expense. And if that’s not your view, you need new and different marketing.

At eMaxx Partners, we believe —

Operational excellence and marketing solutions are inextricably linked. The traditional marketing services mindset has zero interest in building a bridge between these two disciplines.

At eMaxx Partners, we believe —

Our “open-source intelligence model” leads to best-in-class brand strategy and marketing solutions for every project.

At eMaxx Partners, we believe —

Traditional agency networks and consultancies often let financial motives get in the way of delivering the best solution. eMaxx provides an impartial approach to marketing solutions that avoids big overhead and unexpected costs.





Appendix

Brand Development Services

Brand Architecture —

The development of architectural plans are essential for building everything—including your brand. They serve as foundation for all brand strategy plans.

Branded Content —

Content is “King.” We produce written, graphic, and video content designed to make emotional connection and to inform.

Brand Identification —

Development of Brand ID includes name development, logo design, photography, iconography, color pallet, type font, and tone of voice.

Brand Strategy —

With 80+ years of helping brands develop strategies for success, we work with the C-Suite to identify GAPS between Today (current state) and Tomorrow (future state). Then, we build strategies to close the GAPS.

Brand Valuation —

Identifies where the company fits in the marketplace today based on “brand strength and transactional strength.” Then, we map, track, and optimize these measures to meet growth objectives.

Creative Services —

Creative services support brand strategy requirements including full development of ideas, campaigns ,and production. We tap into a team of artists, writers, and producers to craft messages that meet brand strategy requirements. It's this service that develops all sales & marketing materials like content, slogans, jingles, logos and more.

Customer Experience (CX) —

CX includes engagement and experience design services that align customer expectations with operational excellence. Then, we identify CX-Tech requirements and establish KPIs for each step of the customer journey to measure success.

Customer Journey Mapping —

Customer journey maps include a visual representation of the customer journey (also called the buyer journey or user journey). It helps tell the story about your customers' experiences with your brand—across all touch points. Whether your customers interact with you via social media, email, live chat or other channels, mapping the customer journey out visually helps ensure no one slips through cracks.

Customer Relationship Management (CRM) —

CRM services include matching the right platform (software) to manage interactions with customers, store information about them, and automate a number of processes connected with the customer's journey through the entire experience.



Database Management Services —

DBMS services include current state assessment, road map to improved integrations and seamless distribution of messaging—all leading to better relationships and retention.

Data Mining —

Data mining services include the science, art, and technology for organizing large and complex bodies of data— to uncover useful patterns of insights for lead gen, conversion, and retention improvements. This comes in several forms: pictorial data mining, text mining, social media mining, web mining, and audio and video mining.

Graphic Design Services —

Graphic design services include the process of creating visual content in the form of pictures, illustrations, typography, icons, photos, etc. to communicate messages.

Digital Marketing Services —

DMS include search engine optimization (SEO), pay per click advertising (PPC), content marketing, search engine marketing (SEM), social media marketing, influencer marketing, email marketing, mobile marketing.

Event Marketing —

Event marketing services include online events (connecting presenters and participants through a web-based interface), webinars, virtual events, live streaming events, physical events, trade shows, conferences, seminars, and more.

Media Planning & Buying —

Media planning and buying includes plan development designed to get the best return for your advertising budget by identifying the right channels, right times, and the right allocation of the media budget.

Marketing Research —

The research services we provide are customer decision journey insights, pricing, competitive analysis & category insights, brand awareness measures, marketing message testing, customer segmentation, product development.

Social —

The social media marketing we provide includes content development, management, and messaging for social presence across all social sites (e.g. Facebook, Instagram, YouTube, WhatsApp, Twitter, LinkedIn, Pinterest, Google+)

Website —

Web design services encompass a multitude of variables including layout, content, graphics, SEO, and conversion rate optimization.

Web3 & Metaverse —

Innovative marketing solutions not yet fully developed or discovered