

It takes a **spark***
to get a fire
going.



strategic marketing

mindflint.com

Who We Are

Meet our leadership team.



Nate Schaub

Founder & CEO

20 years of executive-level marketing and branding experience for both for-profit and nonprofit organizations.



Jennifer Freemon

VP of Creative

15 years experience in account and project management, marketing strategy, brand development, website design, social media, and digital marketing.



Katie Bicknell

VP of Strategy

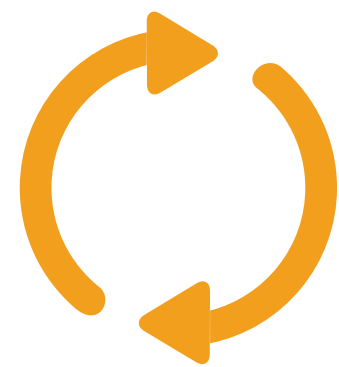
30 years experience helping clients leverage customer and market data to inform decision-making and drive successful sales and marketing initiatives.



Why Mindflint?



There are plenty of marketing companies out there. So why work with us?



All inclusive.

We are a diverse, experienced creative team with the ability to craft and execute a comprehensive and cohesive marketing strategy for any size organization.



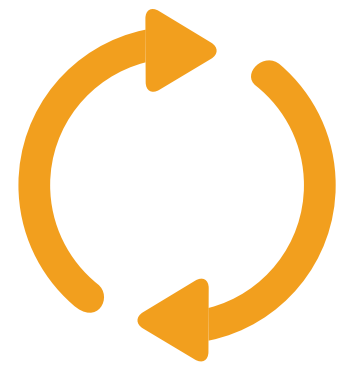
Lean and mean.

Our company structure is flat and low overhead by design. Working virtually allows us to deliver the strategic approach of a large agency at a fraction of the cost.



Fueled by heart.

We are passionate about pursuing long-term partnerships over short-term projects, telling stories that matter, and thrilling our client partners.



We are **all inclusive.**

We don't just do it all, we bring it all together.



Strategy

- Market research
- Customer profiling
- Brand positioning
- Marketing strategy

Branding

- Logo design
- Messaging
- Brand standards

Social

- Social media management
- Creative development
- Targeted advertising

Content

- Content strategy
- Search engine optimization
- Copywriting
- Press & PR

Digital

- Website design & development
- Online advertising

Print

- Branded collateral
- Packaging
- Signage
- Trade shows

Email

- Email design & delivery
- Lead capture & tracking
- Marketing automation

Video & Photography

- Creative direction
- Shooting & editing
- Cross-channel delivery



We are **lean and mean.**

Comprehensive, yet affordable.



Struggling with the choice to either hire a big, expensive agency or cobble together a bunch of freelancers? **Look no further.**

Virtual by design.

Our team members are located throughout the country, and work primarily from home offices. We leverage technology to collaborate together and with you effectively.

Get more. Pay less.

Because of how we work, we operate without the overhead that other agencies pass along to their clients in the form of higher fees. Put simply, with Mindflint you get more and you pay less.

All about relationship.

You will work directly with a dedicated Partner Relationship Manager who will coordinate our team efforts and act as your single point of contact throughout the relationship.



We are fueled by heart.



Because great stories deserve great storytellers.

Since the very beginning, we have woven our values into both our culture and our work. So what drives us?

Partners over projects.

Rather than one-off projects, we focus on investing in long-term relationships with like-minded partners — this helps us not only do our best work, but maximize the value we deliver.

The power of a great story.

Simply put, we don't take every project that comes along. We are a values-driven organization and find purpose in our work and derive energy from telling stories we can get excited about.

Thrilled clients.

Our people make us who we are, and we are purposeful about building a team that puts others first, does more than what is expected, and turns every client into not just a satisfied customer, but a raving fan.

“Mindflint was superb in taking the history and concept of our redevelopment project and distilling it into a holistic brand, and doing so in a cost-effective way...I would recommend them to any size business, large or small.”

Bill Stolze | Big Spring Spirits

“Mindflint is a tremendous partner in helping our organization grow. The team approach they bring is creative, fresh and thorough. In six short months, they implemented new strategies that launched a new website for us, freshened up our external marketing and customized our brand position.”

Blakely Williams | Beaufort Chamber of Commerce

“Brilliant and awesome. We did a lot of homework and made a few errors before meeting Nate and his team at Mindflint and it was well worth it. As a start-up it is not always easy to find a truly qualified group of people who support you along the way. In Mindflint we found a team and leader who worked with us through the challenges.”

Eral Gokgol-Kline | Vale Fox Distillery

“The Mindflint team was an absolute pleasure to work with on a large website project this year. We couldn't be happier with the result have already collaborated on several additional projects.”

Tom Wozniak | Optizmo

“Mindflint helped us breathe new life into what was a tired, 50-year-old mall desperate for a fresh start. Their creative vision generated a lot of excitement for the project, both among prospective tenants and within the surrounding community, which was a critical component of the project's success.”

Frank Licata | The Block Northway

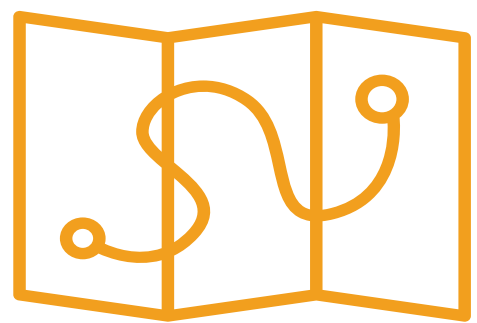
“From the first conversation with Mindflint, we knew they understood our priorities and were willing to do whatever it took to deliver the product we needed to take us to the next level.”

Cara Strauss Contreras | Sutisana

The Mindflint Way.

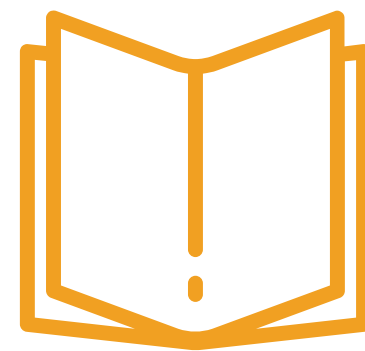


A proven process. A one-of-a-kind team. All about results.



Spark your **strategy**.

“Given who you are, how do you get from where you are to where you want to go?” Rather than a ready, fire, aim approach, we work hard to first uncover your unique story, your market realities, and your target audience in order to chart a clear path forward.



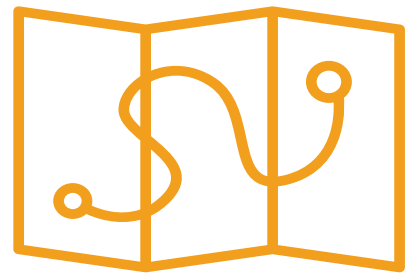
Spark your **story**.

Guided by this clarity, our diverse creative team crafts the right message, utilizing a broad spectrum of tools and platforms to get your most compelling story in front of the people who need to hear it.



Spark your **success**.

As your story grows, we help you stay on track by measuring results against plans, assessing performance in the light of this measurement, and making adjustments to effect continuous improvement.



Spark your **strategy**.

your story

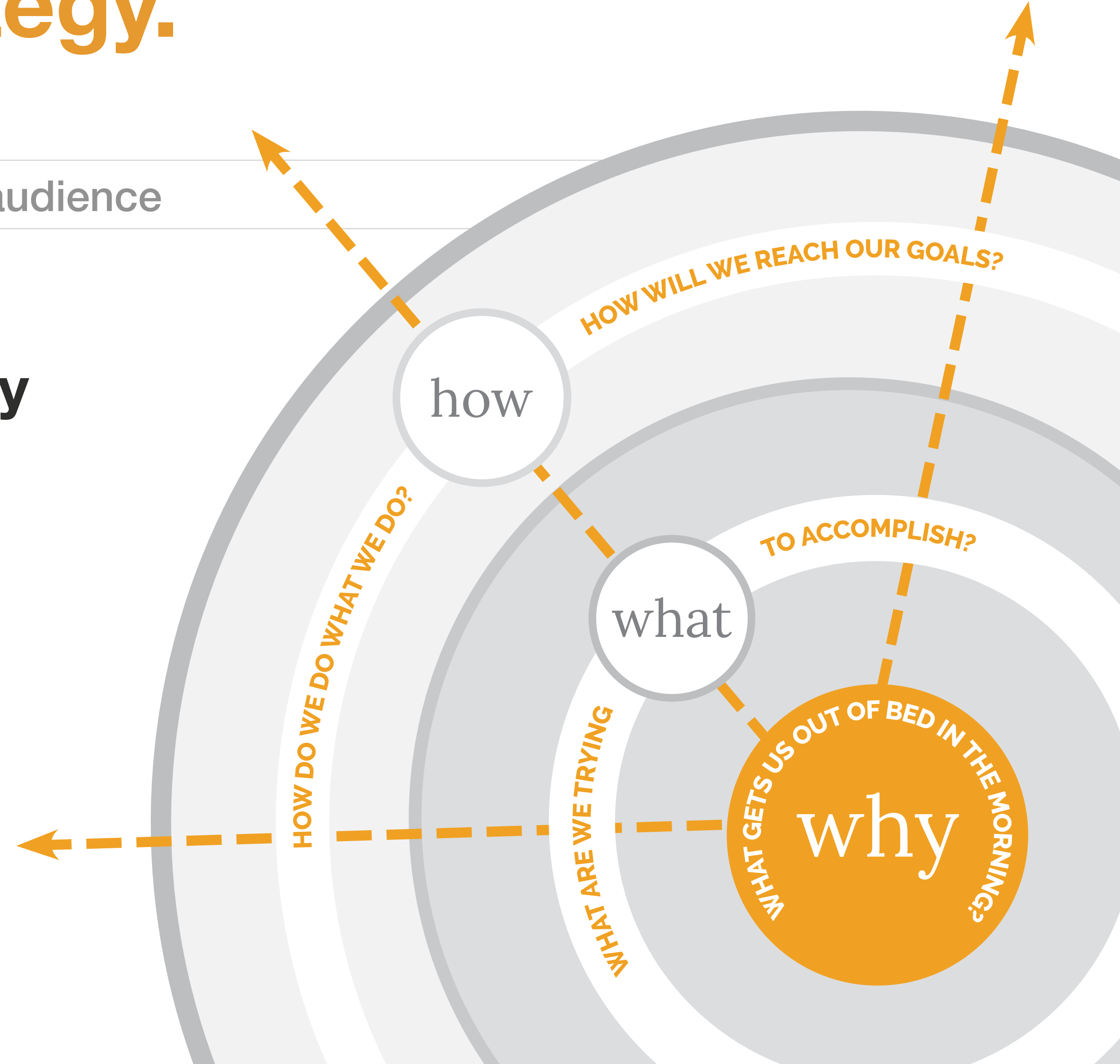
your organization

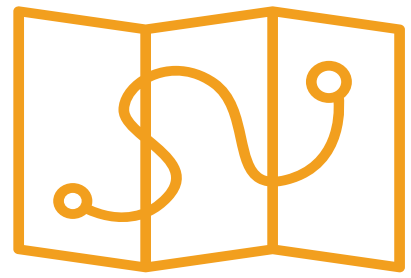
your audience

What lies at the heart of the story you are trying to tell?

“People don’t buy *what* you do. They buy **why** you do it. The goal is not just to sell to people who need what you have — it’s to sell to people who believe what you believe.”

Simon Sinek





Spark your **strategy.**

your story

your organization

your audience

To align your marketing strategy with your organizational objectives, we seek to clearly understand:

What you want.

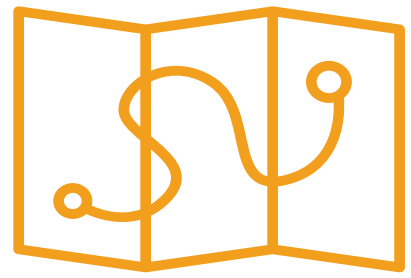
- Goals & priorities
- Key performance indicators
- Budget & timeline

Who you are.

- Mission, vision, values
- Internal processes
- Team dynamics

Where you operate.

- Market size / opportunity
- Primary competitors
- Target customers



Spark your **strategy.**

your story

your organization

your audience

You can talk to the right people more effectively than ever before, and for less money.

But first you have to understand who are you talking to, what they care about, and how to reach them.

- Target customer profiling & segmentation
- Qualitative & quantitative market research
- Brand strategy development
- Data mining & predictive modeling
- Marketing mix optimization
- Market opportunity mapping
- Business case development & support



Katie Bicknell

DIRECTOR OF MARKETING
ANALYTICS

With 30+ years of experience in research and analytics for strategic marketing, Katie helps our client partners leverage in-depth customer and market data to guide brand development, inform decision-making, and drive successful marketing initiatives.



Spark your **story.**

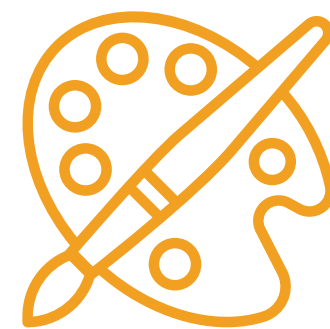
Next we link strategy with design to capture your best message and get it in front of the right people.



Message.

WHAT DO WE WANT TO SAY?

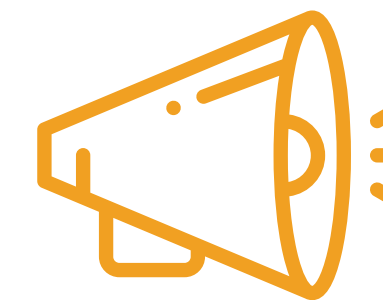
With a clear picture of both who you are and who you are trying to reach, our design team crafts your unique “brand story” — what people will experience anytime they come in contact with your organization.



Medium.

HOW SHOULD WE SAY IT?

We then select the most effective and compelling mediums to communicate your story, creating a consistent experience no matter where a customer interacts with your brand — whether online, in print, or in person.



Delivery.

HOW DO WE GET OUR MESSAGE OUT?

Rather than a shotgun approach, we focus on the communication channels used most frequently by your target customers, then measure, track, and refine our message and strategy based on real, tangible results.



Spark your **success.**

Measure. Track. Refine and repeat.

**Ever spent money
on marketing
without being
sure how (or if) it
actually helped
you grow?**





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