

PORTFOLIO OF SERVICES | Target Insight

Whether you need an extra set of hands to implement a tactical marketing program or an experienced copywriter to craft messages that resonate with your target audience, I can help.

Hello—my name is Irene Crosby. I am an accomplished marketing communications professional who provides services on a consulting basis.

Your motive for outsourcing may include one or more of the following scenarios:

- Time constrained;
- Supplemental resource needed;
- Specific expertise required; or
- A full-time resource is not yet required.

1 With 20 years of experience in the marketing communications field, you can tap into my execution energy when you need it. I'll collaborate with you and your team to define and tactically implement insightful solutions that will target, resonate, and connect with your customers.

The services I offer include

- Copywriting;
- Implementing tactical marketing communications activities;
- Strategic marketing communications planning; and
- Website planning, copywriting, and project management.

The following three pages are offered to provide you with an overview of my expertise and skills.

When you need the help of a marketing communications professional, please contact me. I'd like to hear about your unique challenges, and work with you to make marketing communications projects easier.



Irene Crosby
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Copywriting

Do you need an experienced copywriter?

Irene's approach:

- Discuss goals, the target audience, and key messages with the project champion
- Interview subject matter experts to research and write the content
- Write and submit a draft
- Incorporate feedback, polish, and submit final copy

What you'll get:

- Microsoft Word file containing final copy
- Most content today appears on a website, so I provide an "abstract" that provides the designer with the title meta tag, description meta tag, and keywords/phrases to be optimized for search engines

Irene's copywriting experience:

- Brochures for end users, direct sales, and channel partners
- Case studies
- Direct mail pieces
- Email campaigns
- Letter writing for Executives
- Invitations
- Newsletters
- PowerPoint presentations
- PR materials: news releases, corporate brochures, corporate backgrounders, product backgrounders, and service backgrounders
- Solution Briefs
- Website copy
- White papers

Tactical Marketing Communications

Do you have a campaign or program that needs to be implemented? You'll find me to be skillful, organized, and reliable. I also understand your desire to stay on top of the project, so I provide regular updates to assure you that the project is on target.

Irene's tactical program experience:

- Advertising requirements (online/offline)
- Collateral requirements
- Social media marketing / social networking campaigns
- Direct mail campaigns
- Email campaigns
- Event planning and implementation such as in-person seminars, award dinners, trade shows, open houses, and roadshows
- Telemarketing campaigns
- Webinars

Strategic Marketing Communications

An insightful marketing communications plan focuses your valuable time, money, and human resources on targeted programs that will achieve your company's long term business goals.

Implementing strategic activities in concert versus one-off ad hoc activities is more powerful to build your brand, increase awareness, generate demand, generate leads that are converted to sales, and achieve business targets.

By way of a strategic 12-month calendar of activities, you and your team gain the structure needed to plan and implement each tactical component of the overall plan in a timely and stress-free manner.

In addition to developing strategic marketing communications plans, I also have experience with:

- Blog and website monetization strategies
- Brand harmonization
- Collateral strategies and marketing copywriting
- Customer advisory council planning
- Event strategies
- Internet marketing strategies
- Logo design in liaison with a graphic designer
- Social media marketing strategies / social networking strategies
- Tag line development
- Theme development for campaigns and events

Irene's strategic tools:

- One-to-one interviews
- Questionnaire design, implementation, and data analysis
- Facilitated brainstorming sessions

Website planning, copywriting, and project management

As interaction with Internets, Extranets, and blogs increases, it is more important than ever that your prospects and customers receive a positive online experience that is "on brand." Is your website in need of a refresh?

There are key points to consider before embarking straight-away into the fun part (design!) of a refresh project. To name a few: consider how to translate your brand into an online experience; consider your target audiences and what content they want from your website; consider what messages you intend to convey to your audiences; and envision how visitors are to navigate your website.

Irene's approach:

- Collaborate with subject matter experts to state the objectives of your online presence
- Learn the profiles of your target audiences
- Identify the strengths and weaknesses of an existing site, and read any feedback you have collected from visitors
- Identify the themes and key messages that are to be woven into the website content

Irene's services include:

- Develop and present draft navigation wireframe
- Incorporate feedback and present the final navigation wireframe
- Verbally brief the designer on the approved navigation wireframe
- Copywriting services
- Search engine optimization recommendations
- Manage the designer's work

Experiential Skills

Communications competency

Bring brands to life through interactive, written, visual and verbal communications.

Project management

Highly organized and experienced at achieving the end target, whether it's a trade show or an 18-month business goal. Every milestone is hit; every target achieved.

Tracking and reporting

Track and report the results of each program, the return on investment, what worked, and how to improve, to enable ongoing sound business decisions based on reliable historical evidence.

Budget management

Budget management from \$5K to \$900K.

Relationship building

Build strong relationships with stakeholders important to the success of the company, such as the management team, employees, customers, channel partners, consultants, media and analysts, and creative agencies.

Facilitation/brainstorming

Proven ability to lead sessions with subject matter experts from various disciplines in order to translate corporate goals, product goals and service goals into strategies and tactics that will connect with the target audience.

Proven Track Record

- AutoSkill International Inc.
- Bridgewater Systems
- Circumference Technology Services, Inc.
- CommuniCare Therapy
- Crank Software
- DataKinetics
- Demsis
- FreedomCafe
- International Association of Business Communicators (IABC)
- Greater Toronto Area Contact Centre (GTACC) Association
- MapleWorks Technologies
- Maverick Volleyball
- MDS Nordion
- Micronutrient Initiative
- National Capital Commission (NCC)
- PIKA Technologies
- Pronexus
- QNX Software
- SAP Canada
- ServiceMaster Clean of Ottawa
- Sophos
- Yangaroo

Next steps

Let's keep the conversation going.

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About Irene Crosby

Irene Crosby, Founder and Principal of Target Insight, is an accomplished marketing communications consultant located in Ottawa, Ontario. Services include marketing communications strategy development; hands-on implementation of marketing communications activities; website planning and project management; and copywriting. Irene works with CEOs, VPs, and marketing managers to develop and executive communications plans that resonate with target audiences, engage customers, and drive business. Her 20 years of experience span high tech, life sciences, education, health care, insurance, financial services, and the public sector. Irene is adept at managing projects and keeping clients up-to-date every step of the way—no surprises. *You and your customers deserve insightful communications.*