

*Get to Know 216BranDrive*

# MARKETING, BRANDING & CREATIVE SERVICES

COMMUNICATE VALUE, DIFFERENTIATE, BUILD YOUR BRAND & DRIVE GROWTH



Marketing & Branding

**BRAND**DRIVE

Your trusted contract partner for transformational marketing, branding and creative strategies. We build brands, drive sales and build marketing programs from scratch that gets outstanding results! With competitive rates, **216BranDrive** is the choice for small to mid-sized businesses ready to grow, lead and better serve customers.

(440) 263-2761 | [Shannon@216BranDrive.com](mailto:Shannon@216BranDrive.com)

**216BRA  
NDRIVE.COM**

# I'D LIKE TO INTRODUCE MYSELF

I'm Shannon Winans. For two decades, I have been working with business owners and executives to accelerate their growth through strategic marketing initiatives including brand strategy, competitive positioning, digital and traditional marketing and lead generation programs.

My experience includes being an entrepreneur since 2013, when I founded my marketing & branding consulting firm, 216BranDrive. I am also a former journalist, show host, and creative marketer for over 22 years where I worked to advise transitioning companies on redefining who they are, launching new brands, products and marketing programs for the first time, creating everything from scratch.



**SHANNON WINANS**  
CEO/Consultant  
216BranDrive

## WHY CHOOSE 216BRANDRIVE?

### CLIENT SATISFACTION

With creativity second to none, I have helped businesses from various industries to promote products and services by providing top digital marketing and branding expertise that delivers high impact with 100% client satisfaction!

### VAST CAPABILITIES

With over 2 decades of expertise in all areas of marketing, communications and branding, this provides clients with extraordinary value in retaining my services.

### RESULTS DRIVEN

It is my greatest passion to help businesses look good and get results that better meets the needs of customers and drives incremental growth. I find all companies to be unique and so all my strategies are custom tailored.

### TRUSTED PARTNER

Through building a powerful lasting relationship, and with the creativity and quality you will experience in my work, I am your trusted partner for your marketing solutions.

### AFFORDABLE SOLUTIONS

When you use 216BranDrive for marketing and branding, you get a diverse range of abilities in 1 person who is executing the work with the skill set of a large firm - helping to keep marketing on budget and eliminating huge bills from firms or multiple contractors.

## YOUR TRUSTED ADVISOR FOR CUSTOM SOLUTIONS

Your competitors are doing it! At least 73% of companies invest in design, from product to website design, so they can **differentiate themselves from their competitors**. That alone is a compelling reason to invest in better digital marketing strategies! Let's create your company's competitive edge!

216BrandDrive can **make difficult branding challenges easy**. I've been helping companies identify, create, communicate and showcase their brand story to better the customer experience, communicate unique value and drive revenue for over 2 decades! I also rebrand companies through organizational changes. Is it time to refresh yours?

Rebranding does not just take skill and experience, it also takes **creative talent and innovation** and that's what I excel at.

**LET'S TALK**

TO IMPROVE YOUR MARKETING TODAY

**(440) 263-2761**

Shannon@216BranDrive.com

# BUSINESS HAS NEVER BEEN MORE COMPETITIVE

## YOU NEED AN ADVANTAGE

216BranDrive - your go-to strategic marketing partner

You can trust that 216BranDrive will take care of your marketing because it will be handled by an expert who has been building marketing solutions from scratch for decades. Let's accelerate your business growth and improve the customer experience with your brand to increase value.



Companies surveyed are struggling to 1- find the time for marketing and 2- lack the strategy to execute the right way. If you find your business in the same situation, then we should talk!

## SERVICES

### GROW REVENUE

- Sales strategy
- Brochures and sales flyers
- Define industries, target new markets/untapped potential
- Maximize tradeshow activity, Industry association relationships
- Debut new product, services with high impact roll outs
- Gather, analyze competitive intel to gain advantage

### SALES SUPPORT

### DRIVE BUSINESS ONLINE

- Modern site development
- Domain management
- Analytics, Tracking, SEO
- Lead Generation
- Promote products, services
- Showcase value proposition
- Tell the brand story



### WEBSITES

### STRATEGY

#### COMPETE EFFECTIVELY

- Business Development, Sales Strategy
- Communication plans
- Customer centric marketing
- Touchpoint improvements
- Customer program development
- Company sponsorships
- Using data for marketing decisions

### REBRANDING

#### SHOWCASE, COMMUNICATE VALUE

- Logos, slogans, new web content
- Define value proposition, competitive advantages
- Brand social sites, eblast templates, presentations
- Tell your story in brand videos
- Utilize graphic services to modernize look
- Create positioning as industry and thought leaders

### CONVERSE, CONNECT

- Plan and post content
- Measure, monitor, report
- Connect and get leads
- Drive traffic to company websites



### SOCIAL MEDIA

### ATTRACT BUSINESS

- Our strategies help your business compete, outshine, and win new business while rebuilding the brand and generating new leads.



### MARKETING

### YOUR DISTINCTIVE ADVANTAGE

- Having an experienced contract expert is a smart, economical way to leverage decades of experience in marketing to increase profitability, brand build and generate new revenue opportunities while improving customer experience



### CHIEF ADVISOR

### GRAPHIC DESIGN

#### CREATIVE COMMUNICATIONS

- Purposeful brand communications:
- Logos, brochures, flyers, letterhead, business cards, social media graphics, blogs, presentations, video production, photography, photo retouching, content development, press releases





Marketing & Branding

# BRANDRIVE

Smart business promotional  
solutions for the ultra  
competitive digital world



## WHAT CLIENTS SAY

- "I am a client and I recommend Shannon to anyone needing a true marketing professional with today's skills. Her creativity is second to none! She is enthusiastic, detailed, and knows how to brand a company. If you want results, Shannon is the marketing professional for you. She delivers strategies that capitalize on market opportunities for your competitive advantage." - Trudie
- "Shannon has truly been a blessing to work with. She is extremely efficient, knowledgeable and professional. Her ability to quickly pivot and implement new strategies is awesome." - Carl
- "Shannon has done a great job crafting a branding strategy for me. She's creative, talented and pushed me into the places I needed to be with my business branding." - Vivian



## GET IN TOUCH

SHANNON L. WINANS, CEO, 216BRANDRIVE



(440) 263 2761  
[Shannon@216BranDrive.com](mailto:Shannon@216BranDrive.com)



[216BranDrive.com](http://216BranDrive.com)  
[Linkedin.com/in/shannonWinans](https://www.linkedin.com/in/shannonWinans)

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