

Let's Take Your Strategy Beyond The Stratosphere.

Does your marketing speak to your customer or to what you think your customer wants?

Anyone can buy ads, post on social, and send emails but many can miss their target if the messaging, visuals, and channels don't speak to their customers. We have the resources and expertise to fuel growth in a world where 1.5 seconds could be all the time you have.

By developing an emotional connection that communicates your brand values, you can take your customers from disengaged to delighted fans, even advocates.

4xi can help you deeply understand your customers and create innovative strategies that build bespoke offerings through research and face-to-face time. Whether we are living virtually or meeting in person, together, we can create a marketing and communications plan that speaks to every level of your customer base.

We accomplish this through our significant experience in branding, in or outbound marketing, and telling your story on the channels your customer listens to— all tailored to your unique needs and situation.

4xi can help you!



Katrina Miner brings a deep understanding of innovative marketing strategies and services. 4xi can help you maximize your marketing spend to ensure that you are attaining a high level of Customer Lifetime Value.

TM

Brand Management Strategy & Development

We can do the research to gain a deep understanding of your culture and vision, including a review of your current brand(s) and customers to help you plan for your future. We can help with ideation for new brands, a brand refresh or a complete rebranding for your business and give you a strategy map that leads to success.



Marketing & Communications Strategy

We can craft a stellar marketing and communications strategy that sends the right message to the right customer through the right medium at the right time. By integrating your tools and outlets you can achieve growth and delight, to exceed your customer and client expectations and your revenue goals.



Social Media Management Strategy

Social media management strategy is a critical part of your overall strategy, and we can give you the plan to have a strong presence for your services and products. We understand the importance of social listening and will train you and your employees how to connect to your audience to increase brand awareness, retain customers and increase revenue.



Monitoring and Action Planning Solutions

We work with partners who bring cutting edge technology and monitoring solutions. Whether you partner with our key offerings such as HubSpot, monitoring the data and acting on the findings can be time consuming. Let us help you increase the results of your Key Performance Indicators.



www.4xiconsulting.com
katrinaminer@4xiconsulting.com

Inspiring the future, together.