



KEY DIGITAL

PRO AV / TECHNOLOGY

01 CHALLENGE

Strengthen a mature technology brand while improving digital visibility, marketing consistency and executive-level operating efficiency.

02 STRATEGY

Unify brand, website, SEO, email, video, PR and event marketing under one measurable growth strategy.

03 EXECUTION

- 1 Website + SEO rebuild
- 2 Analytics + channel tracking
- 3 Email database campaigns
- 4 Live video programming
- 5 PR + trade shows

04 MEASURABLE RESULTS

66K

Users

+22.6%

User Growth

108K

Sessions

+31%

Session Growth

+23%

Organic Search

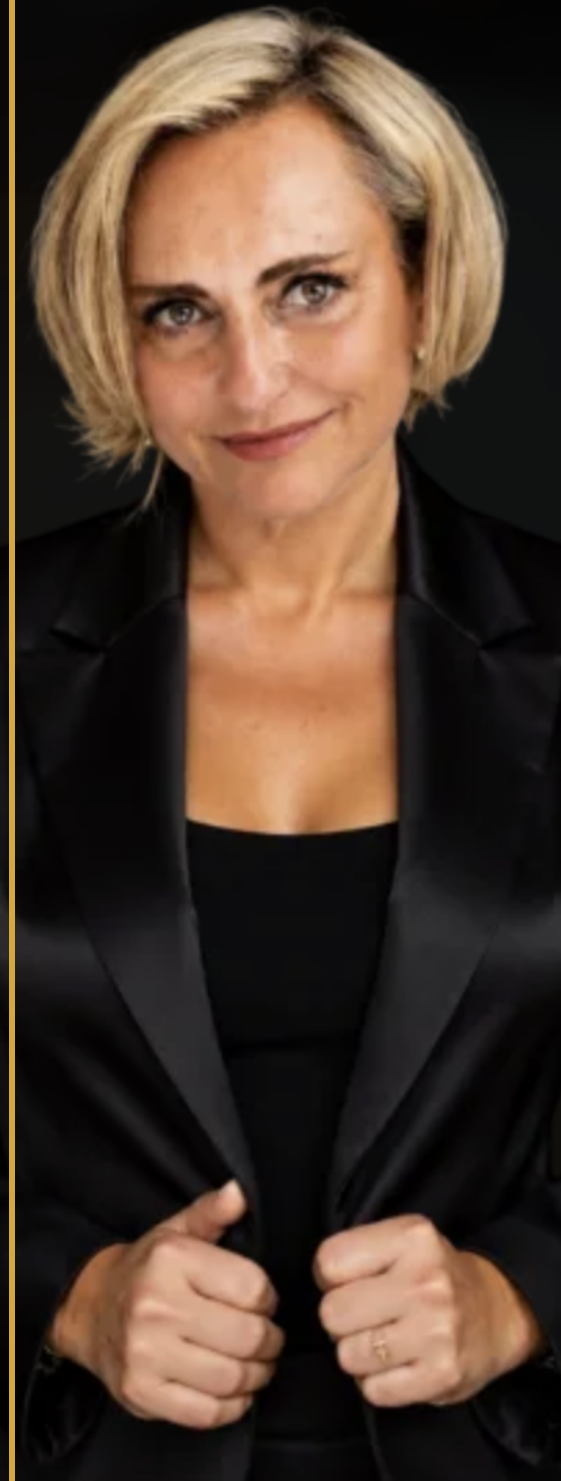
+41%

Non-Paid Social

Metrics shown are from the Key Digital examples in the supplied consulting deck.

CHALLENGE → STRATEGY → EXECUTION → RESULTS

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CLARION PSYCHIATRY

HEALTHCARE / EXECUTIVE PSYCHIATRY

01 CHALLENGE

Create a premium, credible brand and patient-acquisition platform for a private psychiatry practice serving discerning professionals.

02 STRATEGY

Position the practice around expertise, privacy, trust and executive-level care while building a consistent digital and media presence.

03 EXECUTION

- 1 Brand + website strategy
- 2 SEO + Google presence
- 3 Social + video content
- 4 PR + media positioning
- 5 Referral networking

04 MEASURABLE RESULTS

BRAND

Premium Positioning

WEB

Patient Journey

SEO

Search Foundation

VIDEO

Authority Content

PR

Credibility

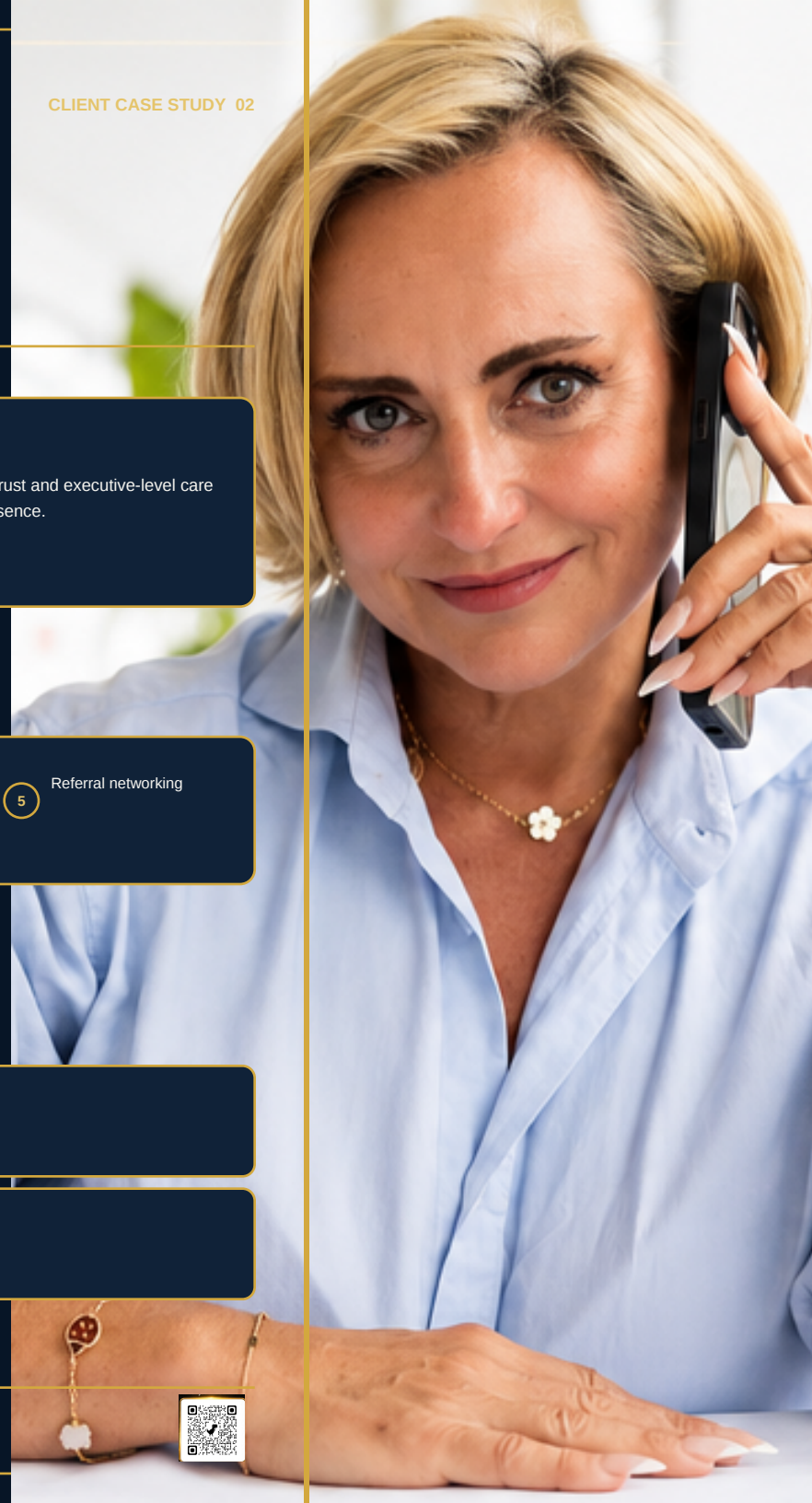
EVENTS

Referral Network

Quantitative patient-growth metrics were not supplied; outcomes are presented qualitatively.

CHALLENGE → STRATEGY → EXECUTION → RESULTS

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WASHINGTON SQUARE GROUP

INVESTMENT / DEVELOPMENT / MANAGEMENT

01 CHALLENGE

Brand presence did not match the scale and credibility of the firm's investment, development and management work.

02 STRATEGY

Build executive positioning across web, branding, investor-facing materials, PR and relationship-driven business development.

03 EXECUTION

- 1 Website + messaging
- 2 Unified visual identity
- 3 Investor pitch materials
- 4 Referral outreach
- 5 Lead follow-up

04 MEASURABLE RESULTS

BRAND

Unified Identity

WEB

Stronger Credibility

OUTREACH

Partner Focus

LEADS

Structured Follow-Up

PR

Executive Positioning

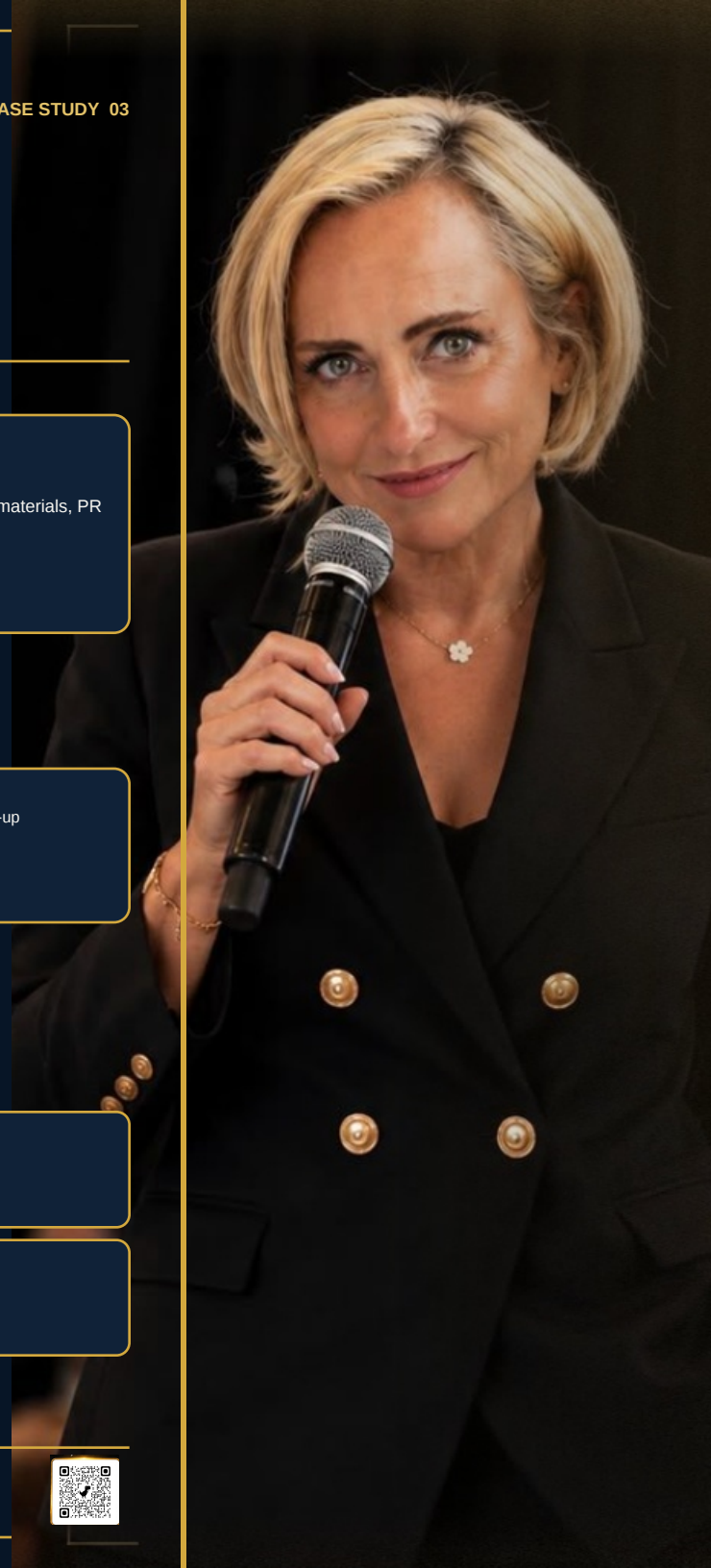
GROWTH

Stronger Inbound

The supplied deck states stronger inbound interest and a more consistent brand presence.

CHALLENGE → STRATEGY → EXECUTION → RESULTS

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ELITE DESIGN SYSTEMS

LUXURY DESIGN / CONSTRUCTION

01 CHALLENGE

Expand an established design brand into a broader high-end construction and investor-facing position without losing existing brand equity.

02 STRATEGY

Preserve the Elite Design Systems identity while clarifying premium construction capabilities, investor messaging and luxury-market positioning.

03 EXECUTION

- 1 Website architecture
- 2 Construction positioning
- 3 Investor section
- 4 Luxury visual direction
- 5 Portfolio + sales assets

04 MEASURABLE RESULTS

BRAND

Equity Preserved

POSITION

Expanded

INVESTORS

New Audience

WEB

Clearer Story

LUXURY

Stronger Fit

SALES

Better Tools

This reflects the strategy work described in the consulting materials; verified numeric results were not supplied.

CHALLENGE → STRATEGY → EXECUTION → RESULTS

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