

**FRECKLED  
KITCHEN**

**STRATEGIC MARKETING SOLUTIONS  
INSPIRED BY CREATIVE CULINARY VENTURES**

# ABOUT FRECKLED KITCHEN



For as long as I can remember, I've been captivated by the art of storytelling, whether through compelling marketing campaigns or the flavors of a delicious meal.

While I once believed that creativity was confined to the canvas, I've come to realize it's equally present in the strategies we devise, the problems we solve, the dishes we prepare, and the brands we build.



With a robust background in marketing and a deep-seated passion for home cooking, I've embarked on a venture that marries these two worlds: **Freckled Kitchen**.

This endeavor is more than just a brand; it's a reflection of my journey, blending professional expertise with personal passion to create something truly unique.



# À LA CARTE MARKETING MENU

## **Marketing Audit & Strategy | \$50/hour**

### Marketing Automation Health Check

- Review your current Salesforce Marketing Cloud Account Engagement setup to ensure optimal deliverability, scoring, segmentation, and compliance.

### Marketing-to-Sales Alignment Assessment

- Ensure smooth handoff and visibility from MQL to SQL with optimized Salesforce sync.

### Campaign Strategy & Planning

- Design multi-touch campaigns with lead nurture, scoring, and conversion in mind.

## **Marketing Automation Implementation | \$75/hour**

### Account Engagement Setup & Optimization

- Includes user roles, folder structures, tagging, default settings, email templates, scoring, and grading models.

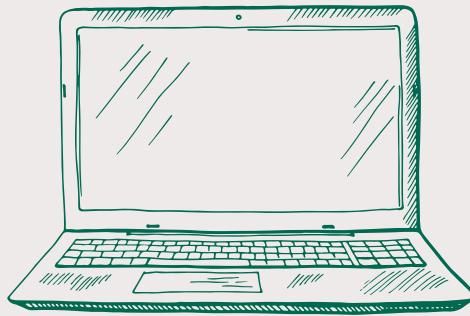
### Salesforce Integration & Customization

- Sync fields, create custom objects, and define automation rules for seamless data flow.

### Form & Landing Page Creation

- Design responsive, trackable forms and landing pages using best practices and dynamic content.





## **Campaign Execution & Nurture | \$50/hour**

### **Email Nurture Campaigns**

- Develop automated journeys based on behavior, persona, or stage in the funnel.

### **Engagement Studio Programs**

- Create and optimize complex nurture streams with branching logic and goal tracking.

### **Event & Webinar Automation**

- Automate invites, reminders, follow-ups, and lead routing for virtual or live events.

## **Analytics & Reporting | \$60/hour**

### **Custom Dashboards & Reports**

- Build dashboards in Salesforce, Account Engagement, or Google Analytics for real-time insights.

### **Campaign Performance Analysis**

- Evaluate performance, engagement, and ROI for optimization opportunities.

### **UTM Tracking & Source Attribution**

- Track source effectiveness across channels for data-driven decisions.





## **Marketing Operations Support & Training | \$75/hour**

### **Admin & User Training**

- Onboarding for marketers and sales reps on Marketing Cloud Account Engagement and Salesforce.

### **Fractional Marketing Operations Support**

- Monthly retainer options for campaign builds, list management, and technical troubleshooting.

### **Best Practices & Compliance Guidance**

- Support for GDPR, CAN-SPAM, and email deliverability standards.

## **Social Media Management | \$40/hour**

### **Content Creation & Scheduling**

- Design and schedule engaging content across platforms to maintain a consistent online presence.

### **Analytics & Performance Reporting**

- Track key metrics and provide insights to optimize social media campaigns and strategies.

### **Social Media Advertising Management**

- Plan, execute, and manage paid advertising campaigns to increase reach and conversions.



## **Website & Content Management | \$50/hour**

### **Website Content Management**

- Regularly update and optimize website content to ensure accuracy, relevance, and alignment with brand messaging.

### **Performance Monitoring & Analytics**

- Track website performance metrics, user behavior, and conversion rates to inform strategic decisions and improvements.

### **Digital Advertising Management**

- Plan, execute, and manage online advertising campaigns to drive targeted traffic and increase conversions.



**Serving full funnel marketing solutions.**

[freckledkitchen.com](http://freckledkitchen.com)

Cheese board, private chef, and recipe development services coming soon.