

A complete marketing/web operations team, ready for full-time hire.

MKTG+WEBOPS

Four specialists. One proven team. We deliver customer experience, automation, governance, and campaign execution starting on day one.

CHALLENGE

Organizations often hire a single person to handle multi-disciplinary marketing and web needs. A single hire cannot match the breadth, depth, and cohesion of an experienced, multi-disciplinary team. Silos, inefficiencies, and lack of governance slow down progress and reduce ROI.

SOLUTION

MKTGWEBOPS is a four-person, cross-functional, senior team ready to deliver from day one. End-to-end coverage: marketing ops, content, web, automation, and compliance. Seamless integration into your organization to execute faster and more effectively.

METHODOLOGY

An iterative, data-informed, and collaborative process for continuous improvement:
Assess » Plan » Build » Optimize » Document » Maintain » Train » Document

CORE COMPETENCIES

- Marketing automation and operations infrastructure
- Customer experience and sentiment journey optimization
- Content strategy and brand management across channels
- Web design and development
- Martech stack management
- Privacy, compliance, and governance
- Vendor and project management
- Attribution and analytics

TECHSTACK

AI: ChatGPT, Perplexity, Gemini, Midjourney
CRM/EMAIL: Microsoft Dynamics, Salesforce, Klaviyo, Hubspot
Automation: Zapier, Pardot, HubSpot
Analytics: Google Analytics, proprietary dashboards
Content: AI writing assistants, SEMrush, SurferSEO, Microsoft Office Suite, Google Office Suite
Collaboration: Jira, Confluence

WHY US?

- Four senior leads with specialist expertise in their domains
- Proven speed and precision — platform migrations in 6 weeks vs. 16 industry standard
- Built-in redundancy ensuring zero downtime
- Governance, compliance, ADA/WCAG accessibility, and privacy in every deliverable

SPECIAL OPS

- We can supplement our core team to meet additional needs.
- Marketing data and analytics — transform complex data into strategic insights that influence executive decision-making and deliver measurable business impact through full-funnel optimization and performance improvement
- Full-stack development — specializing in rescuing complex projects and delivering through critical thinking, clear communication, and handling challenging technical requirements
- Research and insights — review the intersection between people and technology to deliver insights that inform strategic business decisions to drive measurable impact
- UX design — intuitive, engaging digital experiences that support marketing objectives while maintaining brand consistency



PROVEN RESULTS

- Corporate website: 600+ pages unified, ADA/WCAG compliant, top 10% accessibility rating
- Chatbot: 230% of benchmark engagement rate
- Customer sentiment: +45% Net Promoter Score
- Enterprise blog: +104% conversions, +158% newsletter engagement

NEXT STEPS

Let’s discuss how MKTGWEBOPS can optimize your organization immediately.
Contact us to schedule a strategic discussion.
We deliver measurable ROI faster than any single hire could achieve.
mktgwebops.com