

A complete marketing/web operations team, ready to embed.

# MKTG + WEB OPS

Four specialists, one precision intelligence team. More than operations execution. We design + optimize connected systems for AI + human automation, customer experience, conversion,

## CHALLENGE

Most organizations operate marketing through disconnected tools, teams, and processes. Ops can support execution, but insight is fragmented, learning is slow, and governance breaks down as complexity increases..

## SOLUTION

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

### METHODOLOGY

An iterative, intelligence-driven cycle for continuous improvement:  
Assess » Instrument » Plan » Builf » Optimize » Govern » Train » Document

### CORE COMPETENCIES

- Attribution, analytics, + intelligence frameworks
- Customer experience and sentiment journeys
- AI + human marketing automation
- Operations infrastructure + project management
- Marketing techstack + vendor orchestration
- Cross-channel content strategy + brand management
- Web design + development
- Conversion-rate optimization
- Privacy, compliance, and governance
- Conversion-rate optimization

### TECHSTACK

Representative platforms we implement, integrate, and operate:  
AI: In-app AI, LLMs (e.g., ChatGPT, Perplexity, Gemini, Midjourney, Claude) generative + retrieval-based systems  
CRM/LIFECYCLE: Salesforce, Hubspot, Marketo, Dynamics, enterprise-grade platforms  
Automation: n8n, Zapier, Boomi  
Analytics: Google Analytics, proprietary solutions  
Content: CMS, SEMrush, SurferSEO  
Collaboration: Jira, Confluence, Monday.com, Asana

## WHY US?

Four senior leads with specialist expertise in their domains

Proven speed and precision: migrate platforms in 6 weeks vs. industry standard 16d

Built-in redundancy to protect continuity + institutional intelligence

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

Specialized capabilities that extend and amplify your Marketing Operations Intelligence when deeper expertise is required.



## 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

Content performance: +104% blog conversions, +158% newsletter engagement

## NEXT STEPS

Let's discuss how MKTGWEBOPS can optimize your organization to deliver measurable ROI immediately.

Contact us to schedule a strategic discussion.

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