

## Motive Consulting Services

### Fractional Marketing Roles + Growth Execution

Motive provides fractional marketing, seamlessly integrated with your team to design and execute lighting-specific strategies to meet your critical business objectives.



**STEPPED EDUCATIONAL CURRICULUM**

NEMRA Lighting  
In partnership with:  
Illuminating Engineering Society

The Stepped Educational Curriculum guides you from industry beginner to consultative lighting expert, even supporting your preparation for the Lighting Certification (LC) exam. This exclusive NEMRA Lighting member program is your path to success in the lighting industry.

Join NEMRA Lighting

Access the Stepped Curriculum



## Grow Your Business with Ease

- Fractional Marketing Roles
- Commercial B2B Websites
- Marketing Assessment & Discovery
- Annual Planning / Marketing Budgeting
- Marketing Strategic Execution Plan
- Marketing Team Foundational Training
- Buyer's Journey, Personas
- Target Profiling, List Expansion
- Association Growth (NEMRA Lighting)
- Channel Growth Campaigns
- Public Relations Strategy / PR
- Organic SEO / GEO
- Social Strategy / Follower Campaigns
- Content Strategy / Board Messaging
- Paid Media / SEM
- Lead Generation / Automation
- Video / Drone Production
- New Product Introductions
- Sales Enablement / Digital Execution
- Graphic Design / SWAG
- Event Playbooks / Event Management
- Training Material / Courses

**"In a word, 'outstanding' is how I would describe Motive's ability to make a substantial impact on creating and executing an integrated digital marketing strategy."** – CEO Synapse Wireless



# High Quality Marketing Growth Architecture

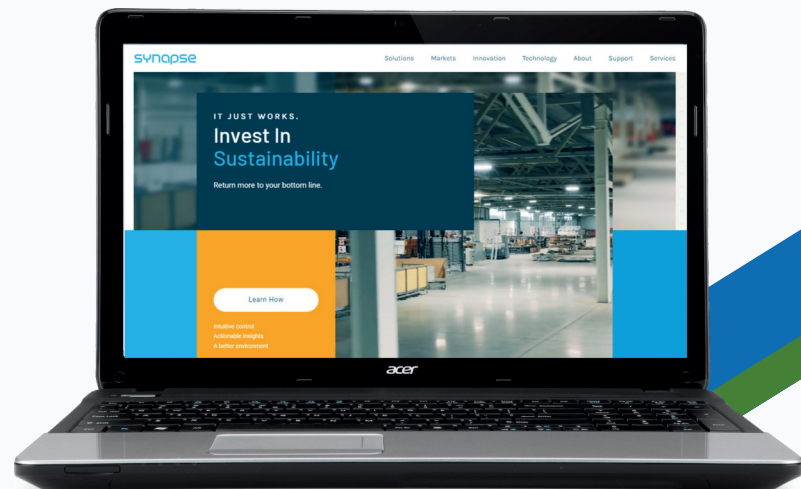
*Motive delivers on-time, on-budget marketing growth for members utilizing fractional marketing, executive-level execution and industry expertise.*

## Key Capabilities

- **Flexible Marketing Leadership:** Fractional CMO, Marketing Director, and Marketing Manager services help you achieve objectives on-time and on-budget.
- **Lighting Industry Expertise:** Backed by 35 years of marketing experience, including American Marketing Association PCM, and CDMP Digital Marketing Certified, with over 20 years specializing in the lighting sector.
- **Data-Driven Execution:** Delivering actionable insights, brand positioning, and campaign execution to drive growth while staying aligned with your critical objectives.
- **Industry Connections:** Established relationships in the lighting industry. Unlock new opportunities, third-party providers, and partnerships designed to grow your business.

**“... almost single handedly crafted a voice, image and brand identity for a mid-sized company as it transitioned from traditional technology to LED, and helped it remain relevant even among the biggest Tier 1 brands, leveraging relationships across the industry that created true win/win scenarios time and again. Motive is a power-house.”**

- Executive Sales & Marketing Leader



*Members gain access not just to Motive, but also to a comprehensive network of service providers designed to elevate your business. Together, we empower you to thrive in a competitive market.*



Get Started with Motive

