



OUR STORY

Dashboard Marketing is a 'strategy first' driven **boutique business planning and marketing strategy shop** based in Halifax, NS. We offer a range of business, brand & marketing services for all types of growth-driven organizations across a variety of sectors including higher education, retail, IT, non-profit, travel & tourism and startups. From brand development and Fractional CMO roles to lead generation campaigns and social media planning, we can help transform a business and reach key growth objectives.

Our brand and marketing work often **goes beyond just presenting a final strategy or plan**. In many cases, we step in as a 'fractional' member our client's marketing team to help lead the delivery of the strategy or be that key advisor at the leadership table. When necessary, we also tap into an extensive network of freelancers or relevant AI tool to deliver on the specific tactical needs of the strategies we develop.

Since brand values tell a story, we wanted to share ours. Firstly, we're all about being **efficient**. We get the job done with as few people as possible. We're **flexible**. We're not limited by head count or office expenses, so our client's success is our #1 goal. We're **creative** - but for the right reasons, not to win awards or gain attention. We're **professional and respectful** but we also like to have **fun**. We're **accountable**. For our work, our actions and yes, even our mistakes. Most importantly, we're focused on **excellence**. We work until the job is done and done exceptionally well.

Dashboard Marketing has been in business for 18 years. **Sean and Sarah Williams** are the co-founders and strategic leads on every engagement. Combined, they have almost 50 years of experience working in a wide variety of sectors, and in all areas of business planning, market analysis, audience understanding, brand management, strategic marketing & digital engagement.

Here's what the team at Dashboard Marketing can offer to **drive business growth**:

- Fractional CMO role or senior marketing leadership
- Strategic planning and market analysis
- Audience understanding through market research
- Customer discovery and buyer persona creation
- Brand strategy development and company wide brand management
- Marketing strategy development and go-to-market support
- Lead generation and acquisition campaign creation
- Retention strategy development and customer success support