

consulting services

Right Brain Creative Content, LLC



A brand is a
voice and a
product is a
souvenir.

LISA GANSKY



your brand, your way

HELPING YOU BUILD SOMETHING YOU CAN BE PROUD OF

You've worked tirelessly to create something unique. Whether you've just launched a business out of your garage or you're the president of a charitable organization, you want to share your vision with the world.

What will your customers' first impression of your business be? How will they interact with your brand? Where will they share their personal experiences with your company?

Understanding how and why people interact with your content is the key to building lasting relationships with your audience and growing your organization. But you're already busy with day-to-day operations; where do you find the time to manage your brand?

Right Brain Creative Content was built with the purpose of helping ambitious people like you to communicate your identity and vision with a wider audience. By getting to know your organization's personality on a deeper level, we can pinpoint the most impactful ways to spread your message and help you continue to grow.

getting started

UNDERSTANDING YOUR BRAND

Your journey with Right Brain Creative Content begins with an initial consultation. During this meeting, I'll spend time getting to know you and your brand and ask any questions that may help to guide me in the creative process.

This is also your chance to ask questions and share your goals. From the very beginning, we will work as a team to ensure that every piece of content - right down to your email signature - reflects your brand's aesthetic and values.

I enjoy building lasting relationships with my clients, and the initial consultation allows me to assess whether a long-term partnership with Right Brain will be beneficial for your company.



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DIGITAL MARKETING

Are you taking full advantage of social media, email and Google? Or is your content lacking? Aligning beautiful content with your brand and ensuring it reaches the desired audience is my specialty. From Facebook graphics to website copy, I have you covered.

PRINT MEDIA

Print media isn't dead. In fact, with less and less content being created in print form, your brochures, business cards and publications have more impact now than ever before. Are they resonating with your customers and elevating your brand?



marketing doesn't end here

IN-STORE PROMOTION

You've drawn your ideal customer into your store with effective digital and print marketing. Now what? Are they impressed with what they see, or does your brick-and-mortar location not quite live up to their high expectations? Eye-catching displays and time-tested merchandising strategies can take your in-store experience to another level.

COMMUNITY BUILDING

The most effective organizations don't just serve customers, they create communities. How can you encourage your audience to interact not only with your brand, but with each other? Brand partnerships, local events and contests that promote engagement on social media are just a few of the building blocks we'll use to connect with customers on a more personal level.





Maggie Morehart

Founder of Right Brain
Creative Content, LLC

a personal touch

MY APPROACH

My name is Maggie Morehart, and I'm the brain behind Right Brain. I love using my expertise to help nonprofit organizations, small businesses and individuals make an impact in their communities and the world.

My upbringing included summers working in the family business, where I learned first-hand the value of effective communication, great design and powerful marketing. In 2012, I earned my Bachelor of Arts in English with a creative writing emphasis, and a minor in photography, from the University of Findlay.

I have extensive experience in resumé revision, writing for online publications and custom content creation for small- to medium-sized businesses. I am also an RRCA-certified Race Director, and I've organized many successful events, fundraisers and community initiatives to promote nonprofit organizations and businesses.

I'm committed to helping small business owners and leaders of nonprofit organizations build impactful brands and contribute to their communities. I'm personally invested in each and every project I take on, and I strive for a truly collaborative experience for my clients.



Right Brain

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