



OVERW8

Entrepreneurial Marketing.

Entrepreneurial
Web Design, Branding &
Marketing Systems
for the Digital Age.

OVERW8
Entrepreneurial Marketing.

The boutique agency

for

**more brand value,
more customer value,
more enterprise value.**

0049 - 8151 - 40 59 184
reinbach@overw8.de

*Founder and owner Kristin Reinbach would love
to hear from you. The first consultation is
free-of-charge and non-binding for both parties.*



Focus on Enterprise Value

At OVERW8, our name
expresses the fact that we see

customers, brands,
and intellectual property
as integral to enterprise value

– and we take an integral
approach to helping you
increase your company's
value long-term.

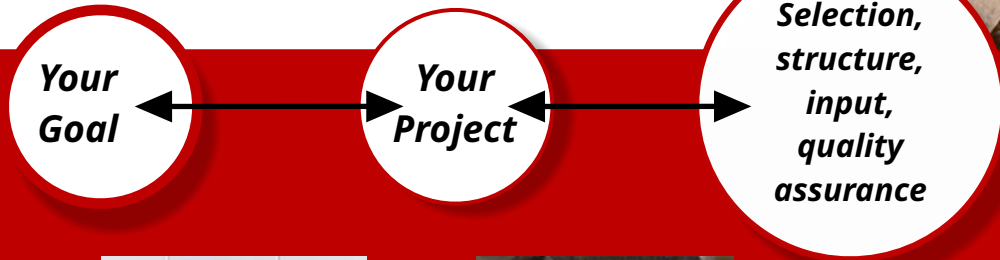
[OVERWEIGHT]:

Stock market terminology: A positive rating for a company that performs considerably better than its competitors and should therefore be "overweighted" in the portfolio.

OVERVIEW8
Marketing with Enterprise Awareness.

How OVERW8 works.

Personally, flexibly, excellently, honestly.



SMBs, NGOs, STARTUPS, PROFESSIONALS



Marketing expert (20+ years of experience), founder & owner
Kristin Reinbach

MODULES

Web, SEO & Co.



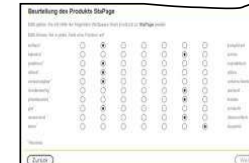
Brand Development & Optimization



Strategy & Marketing Systems



Research & Testing



Modules tailored to your goals plus hand-picked experts

● Design ● SEO ● Video ● X ● Y



EXPERTS

Hand-picked experts work on each module.

- Quality on all levels:
- Resource-efficient approach
 - Professional project management
 - Working methods for the digital age
 - Differentiation between bullshit, facts, and genuine opportunities



- Our own diagnostic and implementation tools

Entrepreneurial marketing for the digital age.

Example: You wanted to do more SEO, but that doesn't achieve your goal? We tell you such things either BEFORE or DURING the project, but not AFTER it.

Including everything that entrepreneurial marketing needs for the digital age:

Numbers
(as always).



Analytical.

Because numbers and facts help you make good decisions.

Even better
ideas.



Creative.

Clever solutions and high-quality design.

And the nerve
to be bold.

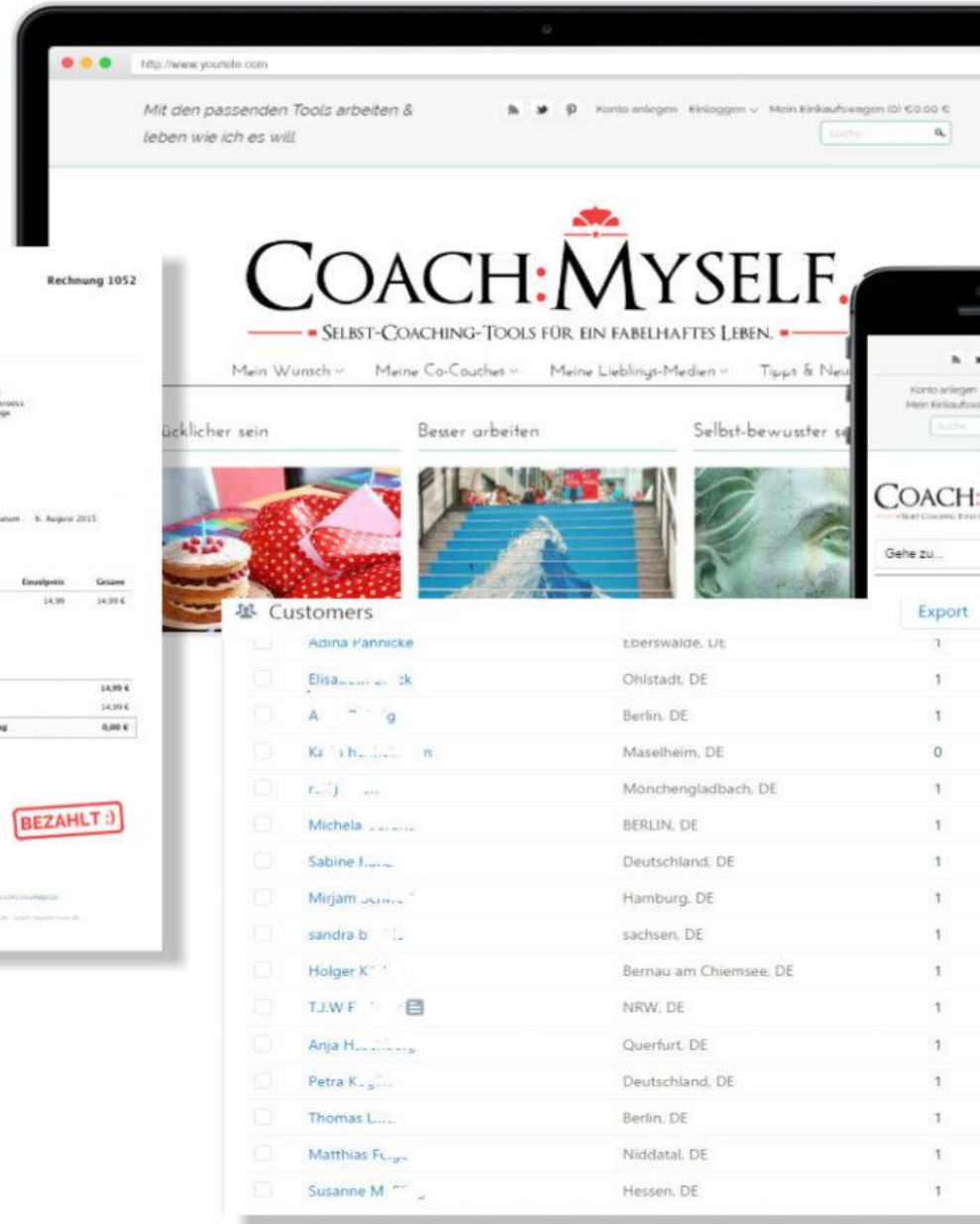


Courageous.

Rough edges help customers choose you.

Your worthy representation online.

A good website is like a fantastic salesperson: It sells your products and services even when you're not there.



WEB, SEO & Co.

WEB DESIGN: SETUP & OPTIMIZATION

Wordpress, Jimdo, or other systems:
At OVERW8, your needs take precedence over technology
– good branding is always compulsory.

We often select Wordpress due to its modular nature and global developer community.

CONTENT MARKETING

A bit like good stories around the campfire: With good content marketing, a company shows what it can do by example.

It's a gracious approach to marketing. Not for anyone in a hurry, but highly sustainable.

ONLINE SHOPS such as Shopify

Shop pages can no longer afford to look dull and decrepit.

We often recommend Shopify, because it offers an all-round brand experience
– not just online, but also at the POS.

SEO

A top Google ranking can make an enormous difference to traffic, leads, and new customers. But there's nothing trashier than over-SEO'd content.

Don't worry though: Our sustainable SEO makes your website visitors happy as well as the search engines.

Tip:

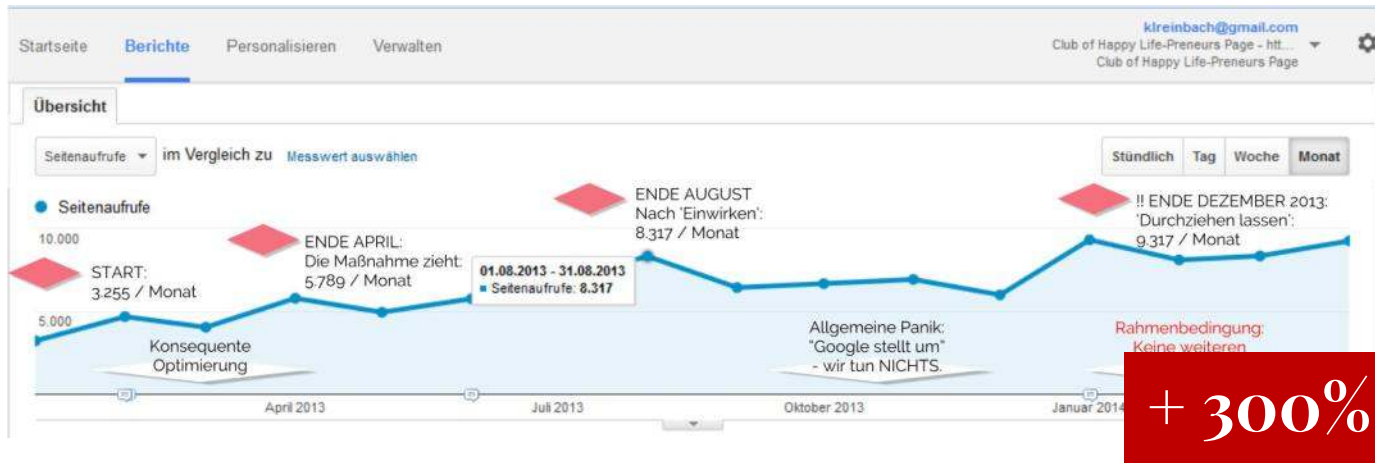
You don't always need Wordpress & Co. for an impressive online presence. Less complex systems such as Jimdo might be able to show the quality of your work as well. We advise you on selecting other systems such as Wix or Squarespace.

INTERNATIONALIZED COMMUNICATION

Whizzing your texts through "Google Translate" can do more damage than good to your business.

We ensure top intercultural quality when we internationalize your content from and into German and English, as well as other languages.

Sustainable SEO: good for customers and brand



Trashy SEO wasn't an option for a strong end-customer brand in our portfolio.

We chose communicative quality and a slightly unconventional method.

The result proved us right.

Social media: test, optimize, test...:

A digital B2B magazine was promoted in social media – on a completely new page with minimal search engine traffic. Against all expectations, the content was shared much more avidly by LinkedIn users – despite the content being in German.

	FACEBOOK ENGAGEMENTS	LINKEDIN SHARES	TWITTER SHARES
Ihr neuer Chef bzw. kundenorientiertes Verhalten inspirieren	1	173	66
Innovation Mindset vs. Maintenance: Das Innovations-Problem	3	140	43
Die besten Ideen: Warum Sie ihnen bisher entgehen	1	123	42

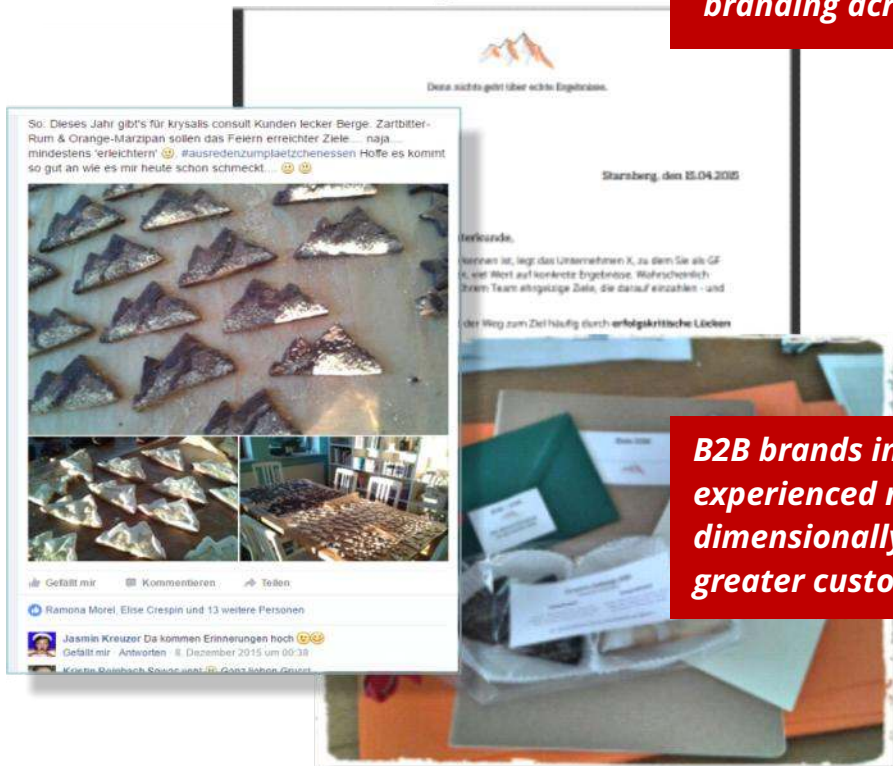
Tip:
If it doesn't involve a lot more effort, learn by testing rather than by suspecting.

A brand
generates trust.
Trust generates
customers.

A consistent
brand identity sets
your company apart
from the competition
and wins customers.



"The Club of Happy Lifepreneurs" embodies and embraces consistent branding across all channels.



B2B brands in particular can be experienced much more multi-dimensionally and thus build greater customer loyalty.

BRANDING

BRAND DEVELOPMENT/ UPDATE WORKSHOP

We develop your brand identity WITH you, not for you. Step-by-step, we work together to transform your ideas into tangible reality.

We often use workshops. The process – which participants invariably find fun and which is highly effective – is then structured by us and coached.

Tip:

Regardless of whether you're relaunching your website or making another big change, get some help with the agency briefing from your managers, employees, and/or customers.

BRAND OPTIMIZING CHECK UP

How well positioned is your brand identity to reach your customers now and in the future? Does the concept fit the target audience? How aligned is your brand image? Are there any gaps?

CUSTOMER JOURNEY REVIEW

Your customers' journey through the use of your products and services takes place both online and offline. We create a clear touchpoint map and monitor the current status of expectations vs. facts.

MISSION STATEMENTS

Brand images can be a bit woolly, particularly with owner-operated businesses, because the owner's mission statement hasn't been identified or clearly defined. We help you set these vital cornerstones.

PERSONAL BRANDING & PROFILING

Understanding yourself as an autonomous brand is an investment in your own future. Liberate yourself and have an authentic, plausible presence online and in real life.

PERSONAL VISIBILITY

Publications in appropriate media, visibility in the right channels, high-quality personal branding – you can rely on our experts' help.

THE CLUB OF HAPPY LIFEPRENEURS

FÜR BERUFLICHE & PRIVATE ZIELE

[SELBST]-COACHING FÜR FABELHAFTE LEUTE.

☆ INSPIRATION / ■ BUCHTIPPS / 🏠 SELBST-COACHING / 💎 COACHING-ZONE / 🗨️ KONTAKT / ✉️ SIGN-UP

FÜR ALLE, DIE IHR LEBEN SELBST IN DIE HAND NEHMEN

dafür ist "The Club of Happy Lifepreneurs" da. Unser Ehrgeiz ist es, in den nächsten Jahren **alles Wesentliche, was Du brauchst**, um Dein Leben selbst zu gestalten hier zu Verfügung zu stellen. Und zwar für die guten wie die schlechten Zeiten! **Handverlesen, gründlich getestet** und - wie großartig ist das denn!? - nicht alles, aber vieles davon ist kostenlos.

coach-myself-tools.de

Mit den passenden Tools arbeiten & leben wie ich es will.

Konto anlegen Einloggen Mein Einkaufswagen (0) €0,00 €

Suche

COACH:MYSELF.

SELBST-COACHING-TOOLS FÜR EIN FABELHAFTES LEBEN.

Mein Wunsch ▾ Meine Co-Coaches ▾ Meine Lieblings-Medien ▾ Tipps & Neues

Glücklicher sein



Besser arbeiten



Selbst-bewusster sein



KRYSA LIS CONSULT

Markt- & Performance-Ziele systematisch erreichen.

Magic Innovation Leadership Leistungen Magazin: Ziele erreichen Tools & Resources News Über Kontakt



UNTERNEHMENSBERATUNG: NACHHALTIG & INNOVATIV.

Seit über 10 Jahren machen wir **Strategie- und Business Development**-Themen griffig, sorgen für eine solide **Verzahnung zwischen Ideen, Konzepten und Umsetzung** und coachen systematisch Umsetzungs-Phasen bis zu **sichtbaren Ergebnissen**. Ständig prüfen, finden und entwickeln wir dafür passende Methoden.

WACHSTUM NACHHALTIG UNTERSTÜTZEN

Das ist die Mission von krysalis consult. Daher auch der Name - abgeleitet von "chrysalis" (grch.) - der **Schutzhülle während einer Wachstumsphase** (z.B. der Kokon einer Seidenraupe). D.h. wir **#inspirieren, #coach**en und **#befähigen Führungskräfte und Ihre Mitarbeiter** im Arbeitsprozess, sorgen für **nachhaltige Ergebnisse** und letztlich **Wachstum**.

www.pimpmycompany.de

KUNDEN-LOGIN IHR WEG ZU UNS UMSETZUNGS-PARTNER GESUCHT! SITEMAP IMPRESSUM & DATENSCHUTZ

Pimp my Company

VERMARKTUNG & GESCHÄFTSENTWICKLUNG: SOLIDE & AUTHENTISCH.

Was steht als Nächstes bei Ihrem Unternehmen an? => Ich will mehr/bessere(s)....

ERFOLG AM MARKT MIT SYSTEM ANGEBOTS-PAKETE KOSTENLOSE SERVICES ÜBER KONTAKT

Shops Traffic Team Fokus

Führung einfach per Mail (und manchmal was Extra :)) Ihre E-Mail-Adresse: Jetzt eintragen

Strategy & Marketing Systems



No time for them?
An expensive mistake.

Good forward planning empowers you to take a much more focused approach and optimizes your budget.

Can we turn vagueness into something specific and motivating? Yes, we can.

In most cases, strategy and concept processes are the tasks of managers and facilitators. We – particularly founder and owner Kristin Reinbach with her background in management consulting – are well versed in developing processes that dovetail with an organization.

We can even coach non-marketing-savvy teams through such processes. We ensure that each person can contribute with his or her strengths and knowledge – **so your company's resources are optimally used.**

STRATEGIE & SYSTEM

DIGITAL STRATEGY

Think and act innovatively:
We support you with, for instance, the unique
Magic Innovation Leadership Framework.

MISSION STATEMENTS

Brand images can be a bit woolly,
particularly with owner-operated businesses,
because the owner's mission statement hasn't
been identified or clearly defined.
We help you set these vital cornerstones.

Tip:

***If you want your B2B
company to be more than
just one step ahead of the
competition, then tap the
benefits that a good B2B
marketing system offers,
both for efficiency and
customer acquisition
and retention.***

B2B MARKETING SYSTEMS

Processing times in office-based
and field-sales departments are
the huge efficiency gap of this day
and age. Make sure your sales staff
can concentrate on their core
competency: personal sales.

MARKETING MIX

The basis for efficient budgets:
Professionally planning your entire
marketing mix (product, place, price,
promotion) fosters coherence
and focused activities.

360° MARKETING PLANNING

Because marketing doesn't
just happen online.

PRODUCT DEVELOPMENT FOR B2B SERVICES

How do you turn a
replaceable commodity into
a uniquely good service?
We can help you.

Our secret weapons in strategy and concept processes



If you thought Post-it notes were just harmless bits of paper,

then our first strategy or concept workshop together (either as one-on-one or with other team members) may convince you otherwise.

They're an extremely useful tool – for product development, marketing mix development, and sales strategy optimization.

By the way: What might look so simple to you or your team is based on expertise gathered over decades, mainly in the United States, from the fields of **facilitation** and **creative problem solving** – a considerably more flexible alternative to the much-hyped **design thinking approach**.

You'll be amazed at the quality of thought, idea development, and decision making that's possible in such a short space of time.

Facts rather than speculation

At the end of the day,
only customers can say
(or show with data!)
what they want and
what they don't want.

That's how you learn where
to invest your energy and budgets.



RESEARCH & TESTING

UX: EXPERT EVALUATIONS

The logical interim step in or before a relaunch: Web design and user experience experts produce an evaluation of your site – and take your goals into account, of course. And like with a medical check, you can be satisfied with one evaluation, or you can opt for a second and third opinion.

TRENDSOUTING

We take a completely neutral view of the world from the outside – regardless of industries, unrestrained by the messages you want to convey. So we give you the insights on which you can base your future business.

UX: MYSTERY SHOPPING

The online version of the undercover shopper from the old days: a highly effective method, especially for online shops, to test customer-relevant processes and websites in context.

UX TESTS

Before a new or revamped online presence goes live, it's important to check the user experience and optimize it right away, if necessary. This is the one big thing you can do to make sure your relaunch budget is well-spent.

Tip:

A user test before your new site or shop goes live is really not that much effort and ensures that everything works.

It's also an effective way of prioritizing final changes according to what's really important to the users.

FOCUS GROUPS

Ask customers what they think: ideal for all projects and products that are not TOO innovative and/or are sufficiently concretized.



Perfect for:

SMEs

NGOs

Startups

Professionals

Best Fit:

We have the best customer relationships with people whose expectations of their work and contribution are just as high as our own.

We have the greatest respect for anyone who keeps bringing fresh challenges to his or her company – and so we strive to support you with all our might.

AGILE. FLEXIBLE. PROFESSIONAL.

You don't always need to turn things upside down. It's often enough to focus on the essentials.

We help you tackle precisely the right areas at precisely the right level.

And we're happy to guide you from level to level, too.

RESOURCE-EFFICIENT APPROACH



Check

We gather/check points that are relevant from a customer or market perspective. Potential for optimization is presented succinctly, ensuring that the key issues are addressed.



Optimize

It may be sufficient to tidy and tune what you already have. This spares your resources, budget, and nerves. And it's usually quick.



Create

Common-sense new development that gives you space to grow, even in the fast-paced digital world.

Makes collaboration particularly flexible.



A clear route

For each project, we develop a suitable overview at an appropriate level. From **task list to roadmap or project plan.**



Proactive working

Not self-evident for many, unfortunately – but for us it’s a given. If we’ve agreed a deadline, we stick to it. If any issues arise, we let you know immediately.



Flexible problem solving

One of our many strengths is creative problem solving. Feel free to integrate us into your organization, then we can support you even better.

*“Wow – that’s so clear.
We could have done with that ages ago.”*

PROFESSIONAL PROJECT MANAGEMENT

Same old, same old? Sorry, not with us.

Sometimes the tools available simply aren't enough for what you want to do. In such cases, we develop methods and tools ourselves.

These could be Excel tools that provide greater SEO clarity or a helpful work structure. We use these two, for example:

The Human-Centric Framework for Innovation



In her consulting projects, founder and owner Kristin Reinbach noticed that creative processes often mutate into horror stories, so she developed the Magic Innovation Leadership framework for innovation management.

The Six Diamond Model for Market Success



Market-oriented enterprise management: a good concept in theory and also in practice – but often too abstract for non-marketing experts.

The “**Six Diamond Model for Market Success**” was developed for owner-operated companies and now helps entrepreneurs to examine and optimize all the relevant areas more effectively.

The new work culture? Ours for ages.



Evernote and Trello have been in use for years in a huge range of situations. Teamwork and/or Smartsheet are usually used in project management.

Working efficiently is one thing, but not suffocating creativity in narrow, rigid processes is another. Sometimes the best person for a job lives a whole continent away. There are plenty of reasons why new, more flexible working methods are a good idea.

Over the past years, we've been our own guinea pig and tested out what works – and we always remain open to your preferences and project requirements.

After all, one project might function fantastically with a simple to-do list, while another one might need top multi-project management and professionally facilitated workshops. We test, filter, and recommend tools and methods to serve your goals and fit your team. Here are a few examples of our most-used tools.

An aerial, black and white photograph of a dense urban skyline, likely New York City. The image is filled with numerous skyscrapers and high-rise buildings of varying heights and architectural styles. A semi-transparent white rectangular box is overlaid on the lower right portion of the image, containing the text. The text is in a bold, black, serif font, arranged in three lines. The background shows a vast expanse of buildings stretching towards the horizon under a clear sky.

**READY FOR THE
“OVERWEIGHT”
LABEL?**

Owner & founder Kristin Reinbach

In brief:

- Studied marketing at the University of Mannheim
- Collaboration with many big brands in management consulting and the agency business
- Entrepreneur since 2005 (krysalis consult)
- Additional projects, mainly in digital publishing, since 2012
- Curator of "The Club of Happy Lifepreneurs"
- Author of two books and more than 200 popular articles and newsletters
- Loves books, good food, traveling, and outdoor sport

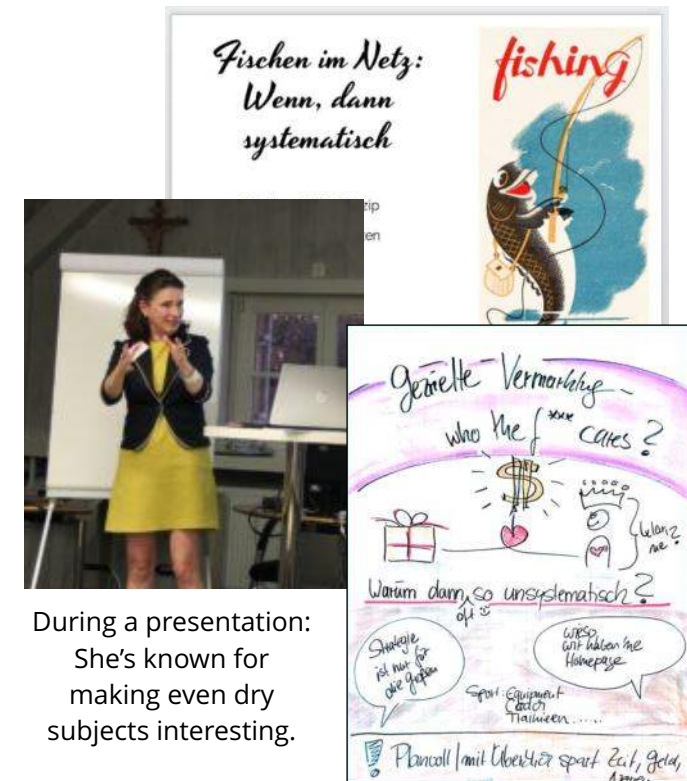
=> **More detailed profile at:**
overw8.de/team/kristin-reinbach



Some brands she worked for.



Invitation to Charlie Gilkey's successful podcast show
 - in good company with Seth Godin & Co.



During a presentation:
 She's known for making even dry subjects interesting.

In 2016, she was nominated to be one of the "25 women who make the world a better place" for her work on the Club of Happy Lifepreneurs.



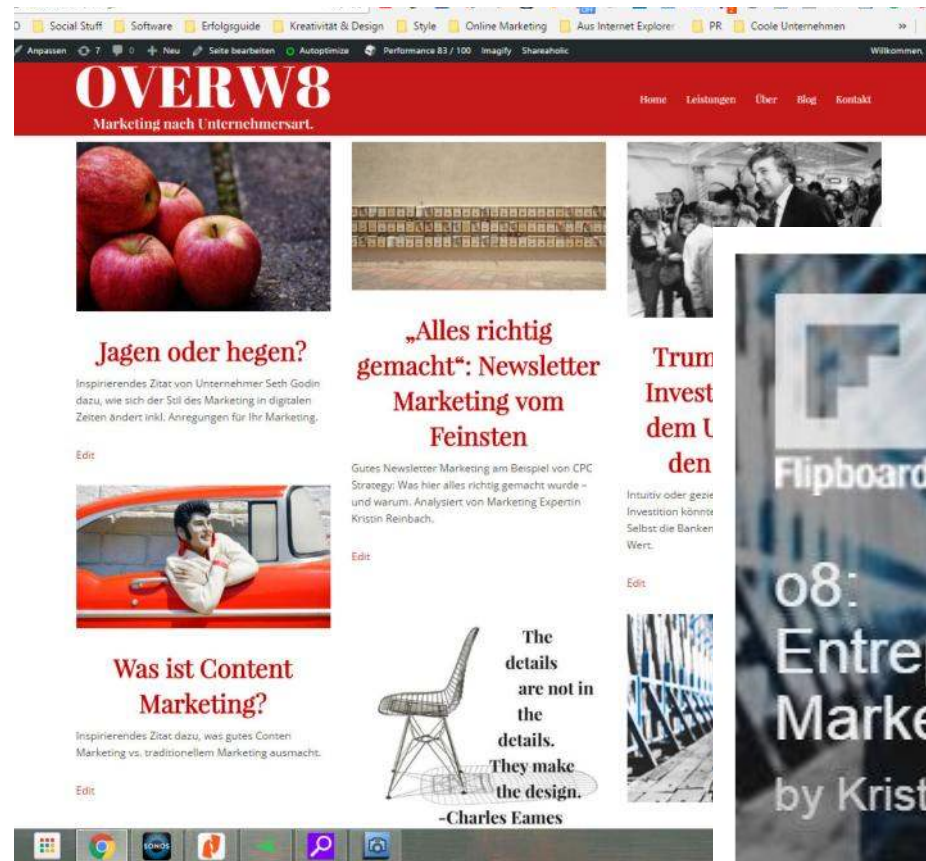


**Never gets
boring:
developing,
building,
rescuing
brands.**

Bullshit, fact, genuine opportunity?

As experienced
marketing professionals,
we help you tell the
difference – preferably
by working together,
but also in blogs
and other media.

Our customers and prospects use our inspiring content regardless of whether we actually work together. Our blog features **series like “Such Great Marketing”** with **case studies of exceptional marketing** as well as design inspiration and **tips for innovative marketing tools**.



We gather inspiration from other sources in our **Flipboard magazine “Entrepreneurial Marketing.”** Inspire yourself or find stuff that will inspire your colleagues.

Sign up for e-mail updates:

<http://overw8.de>





“THE BEST TIME
TO PLANT A TREE WAS
20 YEARS AGO.

THE SECOND-BEST
TIME IS NOW.”

(UGANDAN PROVERB)

LET'S TALK:

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*The first consultation is free-of-charge
and non-binding for both parties.*

**READY FOR THE
“OVERWEIGHT” LABEL?**

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