

Microsoft Marketing with Measurable Impact

Introduction

Pioneer in Microsoft Partner Marketing, Maven Collective Marketing is the **2023 B2B Agency of the Year** (PR Daily), a **Top 10 Canadian Digital Marketing Company** (MarTech Outlook), and a **2024 "Best Company to Work With"** (GoodFirms), offering impactful results, exclusive services, and innovative products like the MS AppSource & Partner Digital Performance Self-Audit packages for global SaaS & software clients.

Expert Services

- Marketing Strategy & Planning
- Digital Marketing & Digital Strategy
- Brand Strategy & Development
- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising/SEM
- Marketing Automation/Email Marketing
- Account-Based Marketing
- Social Media Marketing
- Event Marketing/Virtual Events/LIVE Events
- Content Marketing/Content Development
- Website Development & Design
- Performance Marketing & Analytics
- MS Partner Digital Performance Self-Audit
- Microsoft AppSource Listing Self-Audit

Potential Interview Topics

- Microsoft Partner Marketing
- Culture and employee programs
- Remote work and work-life balance
- Entrepreneurship
- Essential marketing tactics and tools
- Women in tech/women in business

Measurable ROI for Clients



2X Revenue
on Marketing ROI



500% Revenue
Increased in Total Revenue



350% Revenue
Increased in App Revenue



2 Acquisitions
of Businesses

Key Stats

17+ Years

of Microsoft ecosystem experience

500+

Microsoft Partner clients

12+ Countries

served around the globe

160+ Awards

and accolades won

Industry

- Microsoft Partners
- B2B Technology & Software
- B2B Software Services

Key Clients



Microsoft



ClickDimensions



MSDynamicsWorld

c@ollectiv

companial



POWER
OBJECTS

An HCL Technologies Company



Long View

EFOQUS

Leadership



Erica Hakonson, CEO



Exceed Your Growth Goals. Let's Embark.

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