

We are dedicated to providing personalized and integrated solutions to improve the effectiveness of your online presence.

## Media Kit

### About the Company

Founded in 2010, **Online Amplify™** provides personalized and integrated solutions to help companies grow their brands through an improved online presence and increased visibility. We work with clients based on your preference, ranging from offering instruction, tools and expertise, enabling you to handle the items that come naturally and that you enjoy, to managing all of your needs as an outsourced marketing department.

A woman-owned and managed business, our virtual team includes a large network of talented partners with skills, work styles and pricing to match your goals and budget. Please contact us to discuss your needs.

*"Nancy Wolff Leary does not miss a beat. She will size up your company, get to core of what needs doing, and do it. The structure she has implemented for the entire range of our company's online communications has created amazing value. Her high caliber expertise and insight has organized and mobilized our entire team; our company is much better for it."*

- Beth Hopkins, Founder, Shamanuti

**OPTIMIZE**  
your messaging

**EXPAND**  
your visibility

**ENGAGE**  
your visitors

**GROW**  
your business

### About the Founder

Nancy Wolff Leary, founder and president of Online Amplify, is a dynamic, solutions-focused executive with extensive corporate and startup experience. She offers clients customized support based on knowledge gained in over 25 years of experience in marketing, messaging, user experience and eCommerce.

Her organized and sustainable processes mean your marketing stays on track, and her proactive communications style ensures that you are in the loop. From strategy to execution, Nancy is results-focused, using analytics to assess and fine-tune the effectiveness of marketing strategies and tactics.



Nancy Wolff Leary  
President  
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## The Customized Process

At Online Amplify, we work with you to create a 360° online presence that enhances your brand and engages your customers.

We start by focusing on your unique value proposition and target market. We optimize your company's online assets to create a powerful online presence that speaks to potential customers. Then we incorporate your communication preferences and style to craft a seamless online marketing plan.



## Our Services

**Launch Support:** Consider us your outsourced marketing team. We'll oversee a project or process to maintain momentum and ensure no details get missed, offering leadership and execution as an integral member of your launch team.

**Website Optimization:** Intuitive website architecture, a clear and compelling value proposition, and keyword-rich, user-focused and understandable content to attract the attention of search engines and engage visitors.

**Marketing & Content Strategy:** Translating your big picture goals into channel strategies that make sense for your business model, we create an organized and sustainable process for ongoing marketing, with realistic monthly objectives and weekly tasks.

**Content, Blogs & Email:** Customer-focused, articulate messaging to distinguish your business and increase visibility with potential customers via email marketing, blogging, outreach letters and other communications.

**eCommerce:** Product listings that are keyword-rich and appealing to customers, logical categories for an efficient shopping experience, promotions that won't break the bank and merchandising strategies that fit your marketing goals

**Social Media:** Our social media plan utilizes the optimal platforms to engage with potential partners, thought leaders, referral sources and customers to build authority, gain brand recognition and drive traffic to your website.

Doing For You	Doing With You	Teaching You
We can be your voice online. With Online Amplify as your outsourced marketing department, our expertise will bring your online presence to the next level.	First creating structure and sustainable processes, we'll model behavior and coach you to simultaneously grow your knowledge and your business.	From the big picture of your online presence, to specific marketing strategies and marketing analytics, we teach you one-on-one or through group training.