

Unthink Solutions Company Backgrounder

One size doesn't fit all.

As small business owners, Gretchen Lehman and Liz Pineda were each disillusioned by the state of marketing and branding. It seemed that every new development and service option in the digital world was created with the large businesses in mind, not the little guys whose success relied on nimble, straightforward, results-driven marketing solutions.

Without knowing about each other's disenchantment, Gretchen and Liz set forth individually to revolutionize the marketing space for small- and medium-sized businesses hoping to harness the power of the digital world to grow and thrive. It wasn't until 2016 that Gretchen and Liz met and, both working independently, realized their shared vision.

That's when Unthink Solutions was born.

Unthink Solutions isn't a traditional digital agency. Under Gretchen and Liz's leadership, the agency serves as a highly skilled digital marketing partner to small business owners, serving up a team of specialists who are in touch with clients' rapidly changing needs and culture while keeping a finger on the pulse of the latest digital marketing trends.

Gretchen and Liz understood that attracting, getting and keeping customers is the core goal of most small businesses. They took this small business strategy and created their own Attract, Get, Keep© Customers (AGK) program, which assembles all the 'experts' under one roof to deliver measurable results in a timely manner to clients. Unthink Solutions' proprietary approach is centered on creating, testing and executing a 28-day evergreen marketing campaign that automates the flow of traffic, leads and sales for clients, using only one team.

With lead generation top of mind, Unthink Solutions works collaboratively with clients to develop comprehensive digital strategies specific to their businesses. Strategy remains at the root of every marketing recommendation offered to clients. The company's team of skilled content writers, graphic designers, sales funnel and social media specialists, and project managers combine their skills, looking outside in and inside out, to devise a strategy that not only delivers a business' message in the most persuasive way, but using tools that resonate with the client's target audience.

While generating traffic and leads is the ultimate problem we are solving for clients, along the way, we also tackle challenges related to ensuring maximum ROI for marketing activities, right-sizing budgets, managing websites, identifying and implementing the right technologies, generating quality content, training the team, and even helping you hire top talent.

No two small- or medium-sized business owners have the same business goals, trajectory or paths to success. One size doesn't fit all. Unthink Solutions works to serve up agile and adaptable marketing solutions that inspire and propel a business forward. From building infrastructure that integrates functionality and advanced digital tools to crafting content and advertising, Unthink Solutions delivers options across the digital marketing spectrum to ensure lead generation. The company is so confident in their approach that they guarantee all campaigns will deliver leads at break even or better.

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