

Maine Technology Institute
Emily Braley, MERC
8 Venture Ave,
Brunswick, ME 04011

Dear Ms. Braley,

I am writing this letter to highly recommend 19 Oaks for the Maine Entrepreneurial Resource Corps (MERC) program. As the owner of BackYard ADU's, I had the pleasure of collaborating with Shay and Alexis on a strategic marketing project, and their expertise and dedication were truly commendable.

During our engagement, Shay spearheaded the strategy development while Alexis took charge of the implementation process. Together, they demonstrated a strong commitment to understanding our business objectives and finding innovative ways to achieve them. Their collaboration was seamless, with each individual bringing unique skills and expertise to the table.

Throughout the discovery phase, Shay and Alexis worked closely with me to uncover valuable assets and content that could be leveraged for marketing purposes. Their attention to detail and ability to identify key messaging points were instrumental in laying the foundation for our marketing strategy.

In the development phase, Shay skillfully crafted a comprehensive Strategic Marketing Playbook with an editorial calendar that served as a roadmap for our marketing campaigns. The playbook included well-defined roles and responsibilities, social media themes, content themes, frequency, channels, measurements, and more. This document not only provided clear guidance but also ensured consistency and coherence in our marketing efforts.

During the implementation phase, Alexis successfully executed the marketing campaigns outlined in the playbook. They set measurable goals, identified key performance indicators (KPIs), and established a robust reporting schedule to track progress. Their diligent efforts in posting and maintaining engaging content on our social media platforms greatly enhanced our online presence and brand visibility. Alexis set up HubSpot, our workflows and facilitated webinars that established our pipeline of leads.

Shay and Alexis helped me insert a level of structure that I was not capable of, or had been interested in implementing at that time in Backyard's. This allowed me to properly foster collaboration and keep all stakeholders informed, **and most importantly unpinned** the success of new hires on our sales and marketing team following the end of their contract.



Above all, I think Shay's (and increasingly Alexis') ability to call bullshit on bad thought processes and encourage more critical thinking is core to their practice. Shay did this while formally working with Backyard, and continues to do this every time we meet. Alexis is an unstoppable force and can hustle her way to any deliverable whether it involves no-code app development to automate processes or find value in an overpriced real estate market. Shay, Alexis, and 19 Oaks are the group to invite to your project.

Should you require any further information or have any questions, please do not hesitate to contact me.

Best Regards,

A handwritten signature in black ink, appearing to read "Ch W L".

Christopher Lee
Founder and President, Backyard ADU's