

CASE STUDY

# Marketing Strategy: From Scattered Tactics to Clear Implementation

*Client: ToxiMapp*

Startup addressing environmental toxins

**Savvy  
Marketing  
Works**

## Busy, Founder-led Marketing

As a startup founder, Deb Hordon was looking for more than just tactical marketing help. On our first call, she shared that she'd been trying TikTok, LinkedIn, and more, but it all felt "like throwing spaghetti at the wall to see what sticks."

While she'd been doing a great job posting videos on TikTok and was gaining some users on her website, continued growth was slow and she needed a clear path forward. Deb needed a strategy that matched her vision for ToxiMapp's future, and guidance on how to grow the company with limited resources.

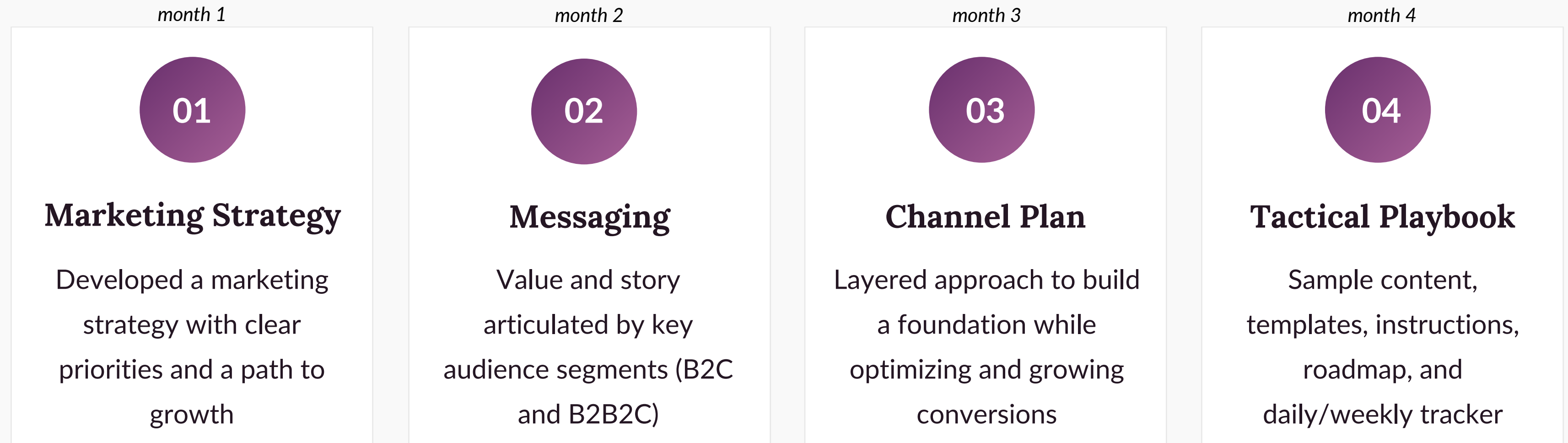


*"I've been trying a lot of things, but it feels like throwing spaghetti at the wall to see what sticks."*

- Deb Hordon, Ph.D.  
Founder, ToxiMapp

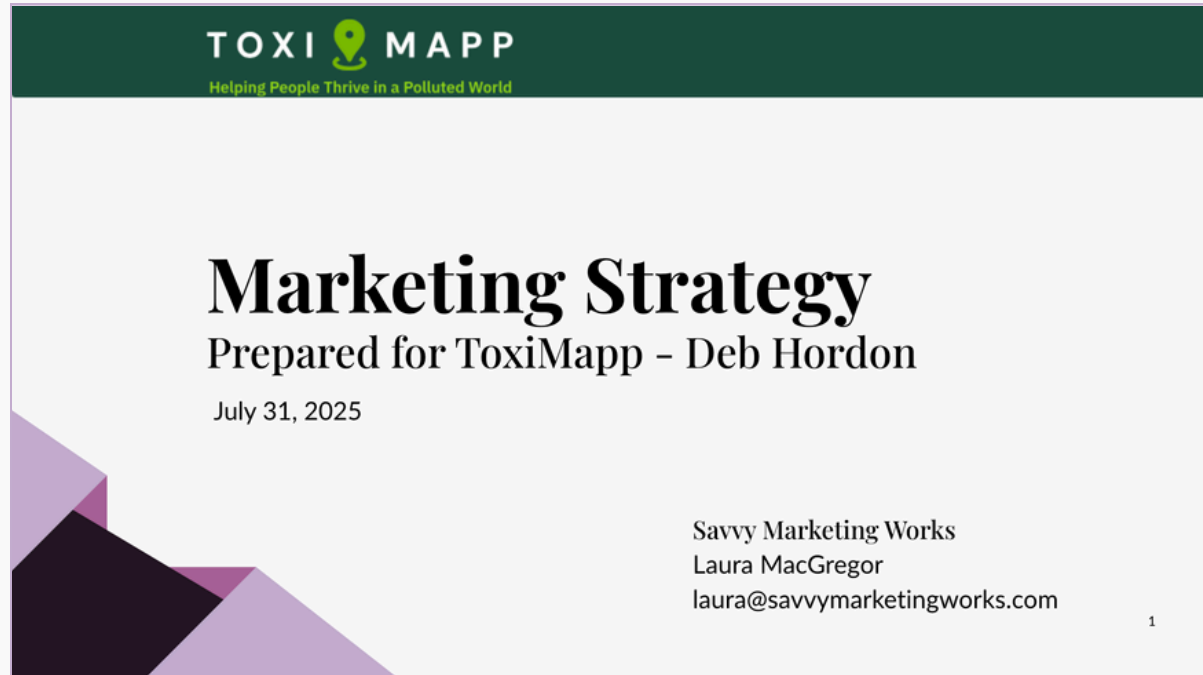
## Clear Marketing Strategy and How-to Guidance

Savvy Marketing Works created a marketing strategy and tactical plans. Rather than just handing it over to Deb, Laura created a series of 5-minute videos explaining different aspects of the plan, teaching Deb how to execute core marketing tasks. In addition, Laura advised on partner structure and pricing, and supported a search for a long-term fractional CMO.

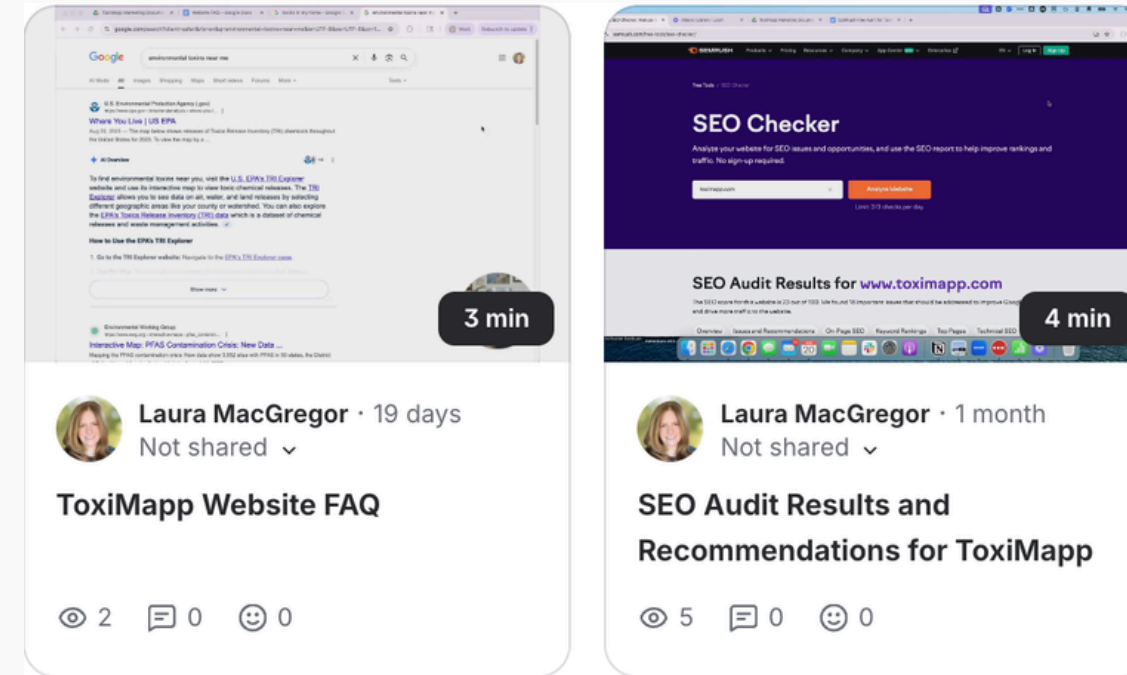


# THE DELIVERABLES

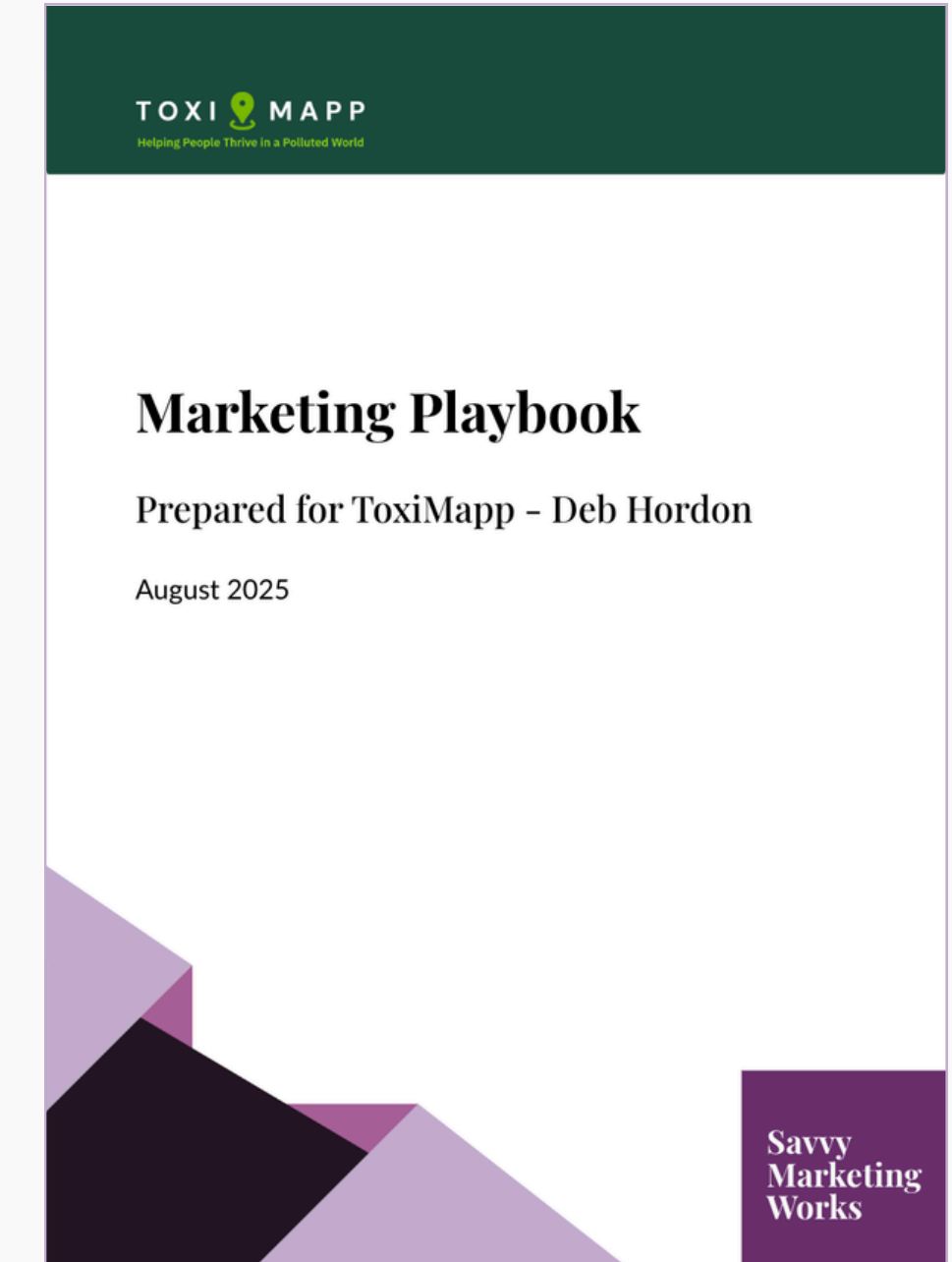
## Comprehensive Marketing Strategy



## Personalized Walk-through Videos



## Detailed Marketing Playbook



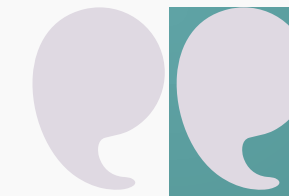
## Marketing Calendar Template

The image shows a screenshot of a Google Sheets marketing calendar template. The spreadsheet has columns for Date, Audience, Channel, Topic/Theme, Format, Call to Action, Status, and Notes. The rows are numbered 1 through 11. The spreadsheet is titled "ToxiMapp Marketing Calendar" and includes a menu bar with options like File, Edit, View, Insert, Format, Data, Tools, Extensions, and Help. The interface also shows a search bar, a zoom level of 100%, and a share button.

	A	B	C	D	E	F	G	H
1	Date	Audience	Channel	Topic/Theme	Format	Call to Action	Status	Notes
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								

## A Sense of Direction for ToxiMapp's Growth

- ✓ **Clear Marketing Plan and Strategy**  
Even before full execution, the strategy gave ToxiMapp's founder an immediate sense of direction and a structured foundation for growth.
- ✓ **No More Random Acts of Marketing**  
Deb shifted from trying random tactics to having a clear plan, knew which priorities to tackle first, and had practical tools she could use right away.
- ✓ **Confidence to Execute Marketing Activities**  
The result was greater confidence in decision-making, sharper insight into pricing and partnerships, and less wasted time.



*“Laura is truly an expert in marketing strategy and execution. She built a clear, actionable strategy for our startup, complete with a tactical playbook and daily/weekly tracker, and even guided us through a CMO search. What impressed me most was how she added value by advising on pricing, partner structures, and more—while also creating short, easy-to-follow videos that taught me how to handle marketing tasks myself. Laura gave me clarity and confidence in how to move our marketing forward, and a solid foundation we can continue to build on. I highly recommend her.”*

— Deb Hordon, Ph.D.  
Founder, ToxiMapp

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# Fractional CMO & Marketing Consulting

*Strategic marketing leadership for cybersecurity and B2B SaaS/tech*

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**Laura MacGregor, CMO & Principal**



**Let's collaborate!**

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## Fractional Marketing Leadership

Strategy development, team leadership, vendor management, and budget oversight

## Marketing Strategy & Planning

Launch plans, demand generation, playbooks, and measurement

## Thought Leadership & Content

Brand storytelling, content strategy, ghostwriting, and LinkedIn