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With a diverse history of working in the corporate world, and then consulting with both small and large companies in numerous industries, Magnolia Roots Marketing has developed strategies and analyses to create comprehensive marketing programs for our clients.

Mission Statement

Magnolia Roots is dedicated to helping clients develop their voice, brand and message through a foundation of consistent and cohesive marketing.

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Services Offered

- Marketing audit
- Marketing plan
- Market research
- Event planning
- Copy writing
- Content strategy
- Campaign strategy
- Brand strategy
- Mission/Vision statements

Services Offered

- Website design/hosting
- Social media
- Logo design
- Collateral creation



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Working with our trusted partners, we can create and manage every aspect of your marketing needs. We have packages and retainers available, as well as non-profit and project management rates.

The Process

Initially, we will review your marketing and potentially recommend a more in-depth marketing audit. It is a way to look at everything at once, see what is successful and what needs you might have.

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Next, we can build a comprehensive proposal. We research your company, industry, area, and competitors to build a proposal tailored to your needs. This process can take several weeks.

Once the proposal is accepted, a contract is drawn up and once signed, we can begin work immediately. We will work closely with you to ensure that your marketing stays up to date and consistent across all channels. In essence, you will have a complete marketing department at your fingertips.

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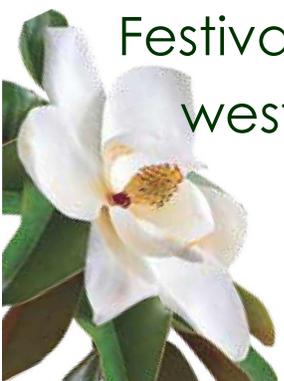


Karen L. Waddington

Principal

Karen's goal as Principal with Magnolia Roots Marketing is to provide comprehensive solutions that aid companies in developing consistent marketing messages. As an experienced marketing consultant, her ability to look at the big picture while evaluating the details allows her to tailor marketing programs to each company's needs. Karen specializes in comprehensive marketing audits that help clients discover strengths and vulnerabilities and can make recommendations that support the client's business goals.

In her free time, Karen enjoys gardening and scrapbooking. When she is not writing her life story, she can be found cheering on LSU's football team as well as the Seattle Seahawks. Karen is an avid volunteer with Relay for Life and is was Chair of the McCleary Bear Festival in her hometown. She lives in the Pacific Northwest with her husband Mark, and her dog Winnie.



Kaitlyn Waddington

Social Media Maven

As a social media manager, Kaitlyn is always up for new and exciting challenges. She takes great pride in being able to assess media specific marketing for businesses of all shapes and sizes. Her goal is to bring new and inventive marketing tactics to the table and to customize her services to the needs of each individual client.

In her spare time, Kaitlyn enjoys hiking, and pretty much any outdoor adventure or activity. She also loves to cook, and her energy level comes entirely from iced coffee. She resides in Nashville with her husband and her goal is to travel to every single state.

