



Who Are We?

Calibration Marketing was started with the goal of helping those in the O&P industry, or any small entity, that need marketing support to grow their business/clinic but do not have the ability to have a dedicated marketing staff member on the team.

Calibration Marketing offers the needed support on an ad hoc or project basis to help contain costs.

Think of us as an extension of your team who's there when you need us.



Nice To Meet You!

I'm a content creator, product marketer, lover of a good story & a scenic run, and I love to connect people.

I can't stay silent if something could be done better, I'll never say "that's not my job," and I'll always learn to swim...drowning is not an option.

I'm here to help you see that marketing isn't scary, it can be done, and we can do it together until you can go it alone!

Let's Achieve Marketing Outcomes in O&P.

7 WAYS TO... WORK WITH ME



Book a **30 minute consultation** where we can discuss your current marketing efforts, how you can make improvements, or discuss what you'd like to do, based on your goals.

INVESTMENT: \$0

CALIBRATION MARKETING

HOW WE CAN WORK TOGETHER

60 MINUTE CONSULTATION



Book a 60 minute consultation where we can make a plan, set a strategy, talk through your goals & what you can do, with or without my help.

INVESTMENT: \$100

CALIBRATION MARKETING

HOW WE CAN WORK TOGETHER

AD HOC - LITE



Need some **ad hoc work**? I can create social media posts, work on some branding pieces, or make suggestions for web improvements.

INVESTMENT: \$50/HR - MIN. 10HRS/MONTH

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HOW WE CAN WORK TOGETHER

AD HOC - EXTRA

4



This includes a **more heavy load for marketing & branding support** - social content creation, posting, & monitoring. It can also include web content creation.

INVESTMENT: \$75/HR - MIN. 10HRS/MONTH

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HOW WE CAN WORK TOGETHER

RICH CONTENT

5



This is where **rich content** comes into place. Creating good stories takes time and we have to ensure it fits your audience and highlights your business. This may include customer interviews and revisions with a final draft.

INVESTMENT: \$100/HR - MIN. 15HRS/MONTH

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HOW WE CAN WORK TOGETHER

20HR RETAINER

6



You have my support for **20 hours a month** to help with anything regarding marketing, branding, research, or product. Scope of work can include any of the tasks mentioned previously or something different that suits your needs.

INVESTMENT: \$2000/MONTH

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HOW WE CAN WORK TOGETHER

VIP DAY

7



VIP Days

This means that I am dedicated only to your project for the entire day - 8 hours

INVESTMENT: \$600/DAY

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BONUS OFFERING 1

ADVISOR



Advisor

Do you need someone on your team who can simply advise a more junior marketing team member, help set the strategy, or be there when you need them?

INVESTMENT: \$150/HR - MIN. 10HRS/MONTH

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BONUS OFFERING 2

FRACTIONAL CMO



Fractional CMO/US GTM Lead

Let's get you set up for success. This offering is for those that are looking for the needed support as they enter the US O&P market and need to connect with the right stakeholders, put together a market entry plan, and create the right content to set the product & company up for success.

INVESTMENT: 15/HR/MONTH - \$2,250

CALIBRATION MARKETING

PARTNER QUOTES

HEAR WHAT PARTNERS HAVE TO SAY

“

"You are GREAT at what you do!!!
Your latest post with Trazer and
Nabtesco is EXCELLENT!!

You have NuTech showing up
everywhere, Which is
WONDERFUL! Keep up the
OUTSTANDING work. "

”

Russ Hornfisher – Director
of Eastern Region Sales at
NuTech Synergies



I just wanted to send a quick THANK YOU for the
work you are doing. I'm sorry I can't be more helpful
right now, but I hope you know that just speaks to
the fact that I trust you immensely.

Yesterday I was on a call with a client, and he said,
"Jess, I am getting spammed by you!" I had no clue
what he was talking about, and he showed me the
work you had done on LinkedIn. I was shocked and
happily surprised.

I am SO thankful for you and your work.

JESSICA NORRELL - OWNER OF MOZN
SOLUTIONS

”

“The Calabria Effect”

I feel so blessed and honored to be
able to work with Linda Calabria.
Linda is more than a Branding
Consultant.

She is the digital visionary that was
able to materialize my '2 colors and a
feeling' into a full on living brand. Her
passion for what she does has been
clear since the day I met her.

She has continued to reach out to see
if everything still feels right or if I'm
running out of anything, and is always
coming up with fresh new ideas for
growth or to optimize the
functionality of my brand.

That's what I call "The Calabria Effect"
in full swing. Collaborating with her is
truly a 5 star experience, and you can't
say that very often anymore.

”

SUMMER SIDDIQUI - OWNER & LCPO
KAVELLA P&O



Let's Connect

Calibration Marketing can be found on
LinkedIn:

[LinkedIn Page](#)

You can also reach me directly via email:
[linda.calabria at yahoo.com](mailto:linda.calabria@yahoo.com)

Check out our website:
[www. calibration.marketing](http://www.calibration.marketing)