

**OUR
VISION
IS
YOUR
SUCCESS**



WHEN IT COMES TO MARKETING, EXPERIENCE MATTERS





ABOUT US

Staya Ltd. was incorporated in 2015 as a marketing and consultation firm in Canada. However, the scope of our operations is worldwide with clients mainly from North America and the Middle East.

Staya was founded with the goal of filling the large marketing void which is present in many startup companies and other SMEs. Effective marketing is pertinent to the success of any firm, regardless of their product or service. Unfortunately, many startups concentrate on rolling out excellent products only to get stranded in their marketing endeavors.

We capitalize on marketing opportunities and trends by using a knowledge-driven approach specific to each client's industry and location. We also offer custom services, some of which have transformed barely thriving organizations into profitable ones.

We continue to evolve our marketing models, testing and fine tuning new ones to provide our clients with the maximum ROI from their marketing initiatives.

Even established organizations with good advertising budgets do not have qualified personnel with profound knowledge of how to optimize marketing campaigns to attain maximum ROI.

Staya fills the void in marketing expertise by providing unprecedented decades of marketing experience. Our key personnel have a collective 40 years of experience. Our fast-paced success is driven by our well-established marketing methods which we continually tweak with the use of technology and systems that funnel leads to the business.



Yarina learned about our organization, understood and strengthened our message to the market and successfully managed the delivery of our most comprehensive conference presence to that point in APG's existence.

Yarina's skills as a marketer were evident to everyone at APG. This included her ability to quickly convey key messaging, establish new methods of communication using traditional media, the web and social media as well as her relentless tracking of KPI's, costs and performance of APG's marketing efforts."

ADAM GRAHN, PARTNER, APG (ACQUIRED BY DELOITTE)

OUR TEAM

In our quest to offer all-inclusive marketing consultation services to our clients, we have taken extra care to hire high caliber personnel with the expertise required for the planning and implementation of successful traditional and internet marketing initiatives.

The team is managed by the Yarina S. Moharam, a marketing veteran with over two decades experience in the field with a track record for driving unprecedented growth for every organization in which she has been privileged to work.

Her uncanny ability to reduce operational costs and design and implement winning marketing campaigns is pertinent to the success of Staya. She brings expertise in almost every facet of traditional and online marketing. She is an a marketing genius.

She oversees the team and manages the marketing research and development laboratory where market trends are analyzed.

OUR PERSONNEL SHOW EXPERTISE IN THE FOLLOWING FIELDS:



WE USE INNOVATIVE
MARKETING STRATEGIES TO
MAXIMIZE PROFITABILITY

- Strategic and Tactical Planning
- Digital/Traditional Marketing
- Public Relations
- Social Media Marketing and Engagement
- Google AdWords & Google Analytics
- Marketing Automation Systems
- Video Conceptualization & Development
- Widen Digital Asset Management Systems
- Expertise of WordPress and HTML Coding
- Graphic Design Management
- Tradeshow Management
- Event Photography Management



OUR SERVICES

Our marketing services are all-inclusive and broadly categorized into five classes, all with the goal of increasing the profitability of the firms we work with. We achieve this by increasing overall system efficacy, reducing operational costs, promoting brand awareness and marketing activities.

- Strategic and Tactical Planning
- Copywriting and Creative Services
- Promotional Services
- Internet Marketing
- Consultation Services



“When it comes to marketing, I am out of my realm. That is why I am so thankful for the help I received from Staya. Yarina, their consultant took the time to really understand my needs and budget in order to come up with a marketing plan to get my business on the right track.

In addition, she broke down the steps that I needed to take in a way that I could easily understand and provided me with the tools and advice to accomplish them.

It was such a pleasure to work with Yarina. Her knowledge and passion for marketing is so clear to see! I highly recommend Yarina and Staya Ltd., to anyone in need of marketing advice.”

JENNIFER JUNG, LEMONADE BUNGALOW

WHY US

There are so many marketing consultants out there and you want to find the right partner. We're invested in your success over the long run because our aim is to help build communities of entrepreneurs by assisting them become successful in their business.

We work with clients whose work is meaningful, it's important to each of us that you grow and succeed, and this drives our decision making process. We think big picture and we consider your brand, your strategic goals and your marketing goals to make sure that whatever the project is, it works well across the board. We believe in the golden rule. We are responsive, good listeners, and proactive.



BOOK YOUR CONSULTATION TODAY:

 INFO@STAYA.CA

 WWW.STAYA.CA

1

We provide vast experience derived from working with industries across verticals.

2

We are fanatically committed to our clients' success. We offer awesome support and a money back guarantee –we are that confident!

3

We offer over 40 years of combined experience in proven traditional and nontraditional marketing and cutting-edge online marketing systems.

4

We work with startups and small to medium-sized companies, accommodating various marketing plans that fit perfectly to clients' budgets.

5

We take relationships with our clients seriously, offering personalized services. We consider your success our success.

6

We do not provide a generic marketing approach; our services are tailored to suit each client's unique industry, location, budget and product or service. Consider us an in-house marketing team that is not under your payroll or included in your benefits plan.

7

We save our clients the hassles of scouting for employees with the required experience and overhead cost of maintaining a full-time staff. We provide an all-inclusive service synonymous with having a team of consultants in every aspect of marketing.

REGIONS WE SERVE

WE ASSIST
IN DESIGNING
WINNING MARKETING
STRATEGIES

WE HELP ORGANIZATIONS MAXIMIZE THEIR POTENTIAL THROUGH MARKETING

THE SCOPE OF OUR OPERATIONS IS WORLDWIDE
WITH CLIENTS MAINLY FROM NORTH AMERICA
AND THE MIDDLE EAST.

“

“Yarina revitalized our marketing efforts to better facilitate advertising and branding effectiveness. She also identified a need for a stronger press release circulation system, researched the options and created a persuasive marketing plan that convinced partners of our organization to fund. Yarina's attitude, application of effort and innovative spirit will be strong assets to any company.”

IAN SHURVILLE, APG





**WE UTILIZE
THE LATEST TRENDS
IN MARKETING TECHNOLOGY**

OUR MISSION, VISION AND VALUES

OUR MISSION

To help startups and established organizations maximize Return on Investment (ROI) from marketing efforts by facilitating custom growth through our knowledge-driven approach.

OUR VISION

To become the leading marketing consultancy for start-ups and SMEs around the globe.

OUR CORE VALUES

Professionalism in business conduct
Continuous research and development
Commitment to client satisfaction
Innovation and openness to new marketing trends



INTEGRITY

"People may doubt what you say but they will believe what you do." Marketers are trained to talk very well and write very well, it is their thinking process that makes all the difference. Allow us to show you success that words can't express.



CREATIVITY

If you can dream it, you can do it- you just don't have to do it alone. Let us put our creative minds together and get on it to make your success a reality!



DETERMINATION

We can help you, and we will help you succeed. We are that confident. We just need your permission to do so.



CARE

Like you we have families to feed and communities to serve, so we understand how it is like to put everything at stake by starting a business. We care, we care a lot, because helping you succeed is the reason we are in business.

OUR SERVICES

WE UTILIZE THE LATEST TRENDS IN MARKETING TECHNOLOGY

STRATEGIC AND TACTICAL PLANNING

This service targets small to medium size companies requiring expert analysis of business goals and the subsequent creation of a marketing plan. We identify objectives that facilitate the achievement of those set goals in record time. This process entails the under-listed aspects summarized below.

PLANNING AND MARKETING STRATEGY

We conduct a preliminary business analysis that identifies the salient marketing goals and objectives. After that, we recommend the appropriate tools and strategies that are best suited for the set goals. We apply an intelligent project management procedure which is pertinent to the achievement of the goals. We identify the required marketing activities and create timelines required to achieve set targets within the plan cycle.

Client staff is tutored in the intricacies required for each task. We also implement an internal communication and reporting system which facilitates seamless dialog within the marketing team.

MARKET ANALYSIS

Market analysis is necessary for the operation of new and existing firms. STAYA recommends an annual market analysis for all industries. The process analyzes the client's industry, products, consumer trends and competitors, after which appropriate recommendations are made.

BUDGETING

Effective budgeting is required to avoid unnecessary overhead and wasteful spending. Our vast experience working with industries across verticals facilitates our knowledge-driven approach toward the appropriation of funds through the right channels which will yield the maximum ROI.

HUMAN RESOURCES MANAGEMENT

It is well known that the personnel any organization hires is a determiner of their success. Coupled with organizational human resources management strategies, the duo can go a long way in accelerating progress or clogging the wheel of progress. We put our experience into play and set industry standards for the hiring of personnel throughout the company. We also help recruit hyperactive marketing teams that can give your organization a head start.

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PROMOTIONAL SERVICES

ADVERTISEMENT PLANNING AND MANAGEMENT

We help plan the intricacies involved in setting up a diverse media campaign. This includes preparing a media plan, identifying, negotiating, procuring and executing print and online advertisement campaigns.

EMAIL CAMPAIGNS

Email marketing remains one of the most effective means of acquiring continuous leads and remarketing existing ones. However, it takes an uncommon marketing skill to create lead funnels that will continuously harvest email leads, implement email campaigns with high open rates and ethically market products and services without spamming the recipient. We implement an all-encompassing solution that creates, manages and tracks email marketing campaigns.

PR AND MEDIA RELATIONS

We undertake the planning and development of public relations strategies, we build PR lists, formulate key messages, prepare and disseminate your company's key messages to shareholders, the investment community, clients, government and the media. We also work with media outlets and manage media relations in view of obtaining optimal media coverage for a client's brand, product, and services.

EVENT MANAGEMENT

From inception to completion, we offer professional event management for trade shows, conferences, meetings, milestone events, award ceremonies, social/corporate events, and non-profit events.



CREATIVE SERVICES

If properly promoted, branding has the potential of becoming of the greatest asset of any organization in implementing and marketing a company brand, we create logo graphics and color and catch phrases which we promote in order to set your products apart from the competition. This places a product or service in a class of its own by enhancing perceived value and consequently driving sales and revenue.

COPYWRITING SERVICES

Excellent copywriting is important in influencing the public perception of any corporation. It also serves as one of the core factors of effective business communications and marketing content.

We help in the preparation of effective sales copy and other content marketing materials. We create outstanding case studies, white papers, website copy, newsletters, reports, document templates, and product specification sheets.

WE DESIGN

- Business cards
- Letterheads
- Envelopes
- Printed & digital brochures
- Direct mail
- Print and digital advertisements
- Display, exhibition stands & graphics, signage
- Branded PowerPoint, keynote presentations, handouts, and more



INTERNET MARKETING SERVICES

SOCIAL MEDIA MARKETING

Social media has evolved into an important tool in the arsenal of any online marketing campaign. The viral nature of social media platforms makes it a very attractive stage to promote products and services. In addition to this, a company's following on social media goes a long way in sending "social signals" about the firm. We create, manage and administer social platforms to create an addictive following for our clients, helping them make important professional connections and attract leads into social media funnels.

Social media also serves as a standby platform (among other avenues) where we conduct pertinent market research for our clients. We create relevant posts that engrave client brands and products in the heart of their social media followers. We work with Facebook, Linked-in, YouTube and Twitter.

WEBSITE DESIGN

As marketing experts, we go beyond simply creating a visually appealing website, we create an online extension of your brick and mortar office. We'll give you a website that serves clients that never would have come in contact with your physical office. We take into consideration pertinent factors such as user experience, speed, and functionalities that designers without marketing backgrounds do not consider. We will help you create a professionally designed website that suits your budget.

ADVISORY SERVICES

For organizations that already have a marketing plan and campaigns running but are not seeing their desired results, our consultants can help you. With our expertise in conducting comprehensive audits of existing marketing activities, we will make a recommendation on the best way to achieve the results you want.

SEARCH ENGINE OPTIMIZATION

SEO is a dynamic concept that changes from time to time. Google, the search engine giant, intermittently updates their search algorithms thereby negatively impacting some sites that were ranked using unconventional methods. We apply quite a number of Google-recommended best practices that make our sites attract Google Bots naturally. We create rich, user-centered content that syndicates naturally over the internet. We make sure we bring your site in front of those looking for your products and services.

CONTACT US

Contact us today to get ahead of the game and prepare your organization for success.

Book your consultation and learn about the best marketing strategies and tactics that suit your business and your budget.

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