



2024 Capabilities Brochure

*When You Think Marketing, **Think TÆNKE.***



Catering to the Built Environment and the Greater Good.

INDUSTRIES

ARCHITECTURE

ENGINEERING

CONSTRUCTION

REAL ESTATE

DEVELOPMENT

NOT-FOR-PROFIT

What If?

PAST

FUTURE

Reactive Marketing (Putting Out Fires)

Status Quo Approaches

Siloed Sales vs. Marketing

Big Firms Always Win

Quantity Over Quality

Keeping Up With the Joneses

Proactive, Strategic Marketing

Innovative, Outside-the-Box Thinking

Integrated BD & Marketing

Small/Mid-Sized Firms Have Game

Excellence Above All Else

Trailblazing, Setting New Standards

The Problem



*Decades of
doing things
“the way we’ve
always done it.”*

The Solution

VALUE PROPOSITION

TÆNKE helps small to mid-sized professional services firms *embrace change* and get *outside their comfort zone*, where they can be more *innovative* and *successful*.



Services

MARKET RESEARCH

STRATEGIC PLANNING &
IMPLEMENTATION

SPECIAL PROJECTS

PURSUIT FACILITATION

Consulting
Chief
Marketing
Officer

TÆNKE's services are offered under a CCMO Business Model.



Services, continued

CONSULTING CHIEF MARKETING OFFICER (CCMO) SERVICES – AREAS OF FOCUS

1



Marketing Assessment & Strategic Planning

- ✓ Spearhead Discovery
- ✓ Document Key Findings
- ✓ Define Strategic Initiatives
- ✓ Facilitate Prioritization
- ✓ Develop Roadmap

2



Executive Resource & Team Mentor

- ✓ Advise Executives
- ✓ Mentor Resources
- ✓ Drive Implementation
- ✓ Emphasize Productivity
- ✓ Proof Deliverables (QA/QC)

3



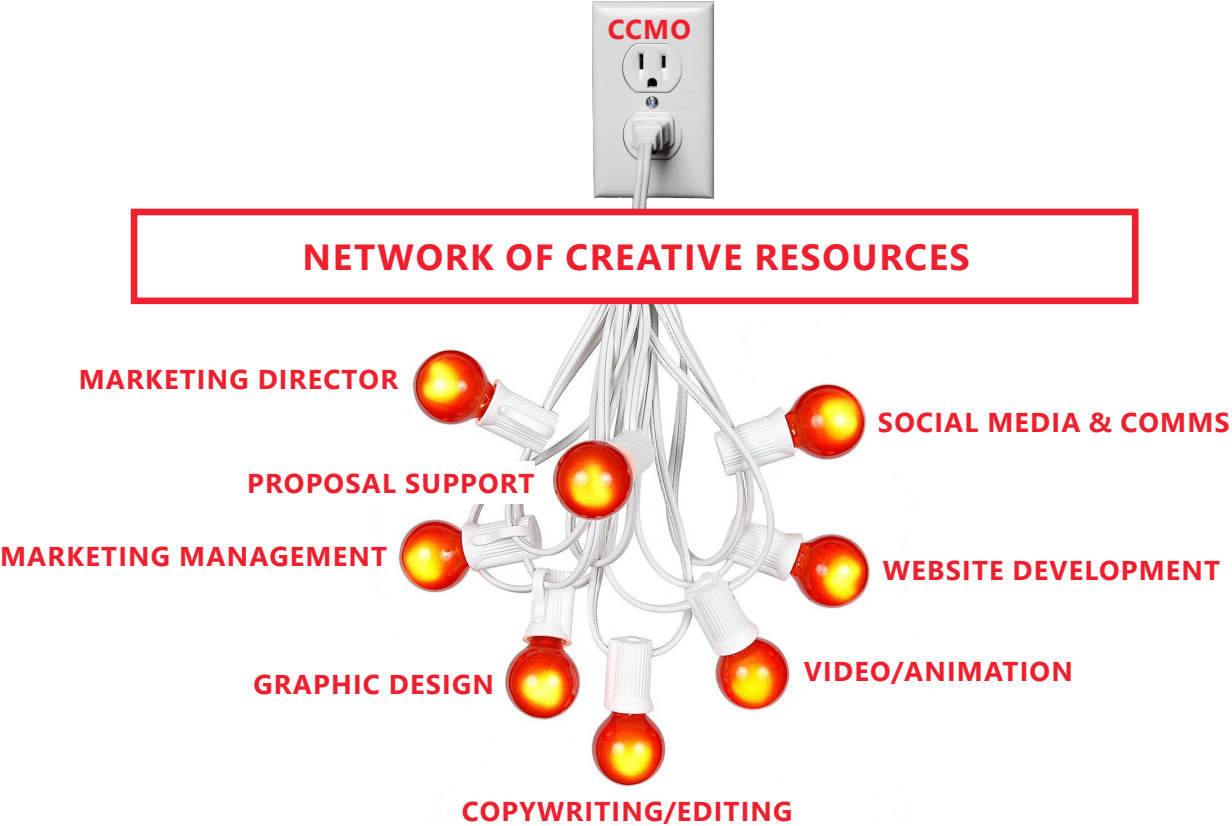
Project Manager & Contributor

- ✓ Lead Key Initiatives
& Special Projects
- ✓ Track Progress
& Foster Accountability
- ✓ Function as an Extension
of the Internal Team

Services, continued

CONSULTING CHIEF MARKETING OFFICER **PLUS** (CCMO+) SERVICES

As an agency, TÆNKE Marketing offers expanded CCMO+ Services through its Network of Creative Resources.



Point-of-View

PILLARS OF A PROPRIETARY APPROACH

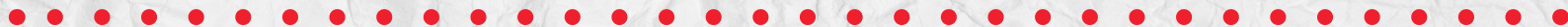
Applying AEC & CRE Industry Marketing Best Practices

- 1 Integrated Marketing & Business Development
- 2 Comprehensive Brand Identity / Positioning
- 3 Strategic Planning / Go-to-Market Planning
- 4 Robust Market / Competitive Research
- 5 Tried & True Internal Systems / Tools



Tapping Into Non-AEC Industry Creative Marketing Ideas

- 6 Technology Giants (Experiential & Social Marketing)
- 7 Hospitality / Lifestyle Brands (Digital Marketing)
- 8 Start-Ups / Not-for-Profits (Guerilla Marketing)
- 9 Consumer Goods / CPG (Disruptive Marketing)
- 10 Marketing Influencers (Content Marketing)



Staying Involved
Obligatory Memberships / Networking Events



zweig group

VS.

Always Learning
Rubbing Elbows / Picking Brains (Slack Channel)



PEER 150
MARKETING

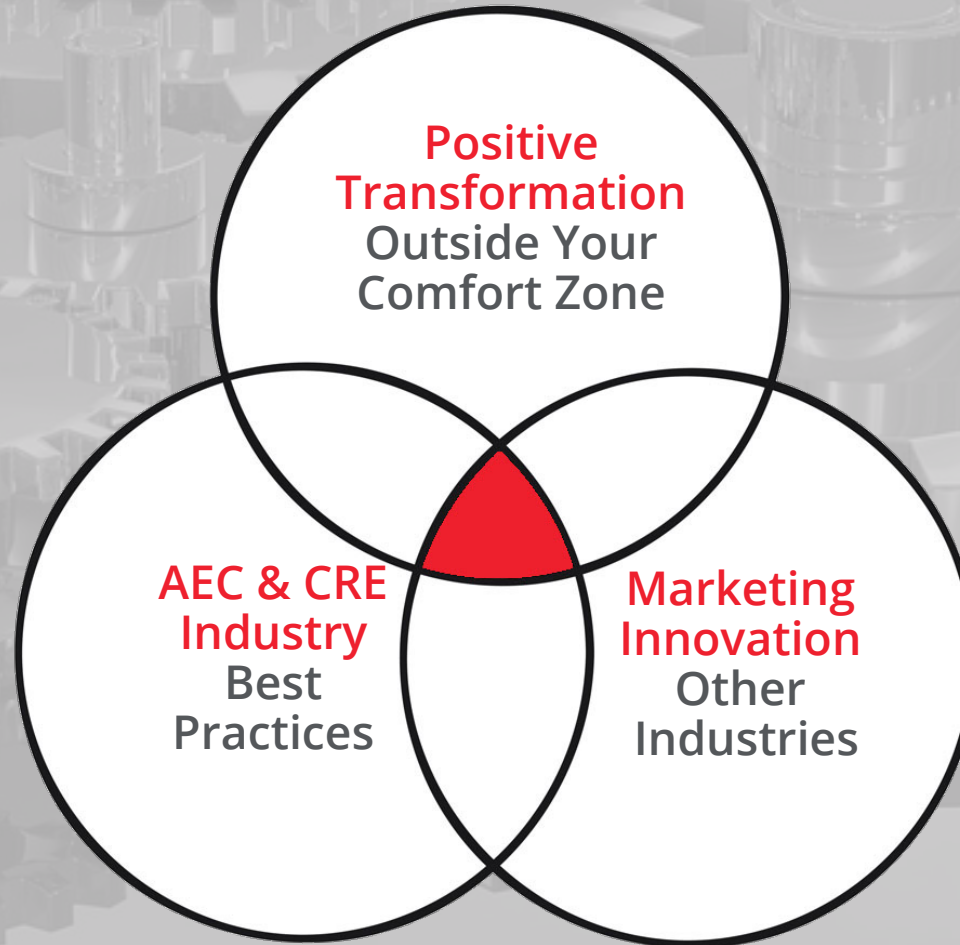


CMO
Alliance

T/E/KE

Bringing it All Together

A WELL-OILED MACHINE



The Result



- ✓ **Invigorated** Marketing Strategies
- ✓ **Inspired** Marketing Programs
- ✓ **Improved** Market Knowledge
- ✓ **Increased** Market Share

Benefits of Engaging a CCMO



SENIOR-LEVEL STRATEGIC MARKETING LEADERSHIP

ECONOMICAL ALTERNATIVE TO FULL-TIME HIRE

SOUNDING BOARD FOR EXECS & CREATIVES

MENTOR TO IN-HOUSE MARKETING TEAM

SEAMLESS INTEGRATION (ON-SITE AS NEEDED)

QUICK IMPACT WITH MEASURABLE ROI

Bio



Tamara Jensen, LEED AP
CONSULTING CMO | MARKETING STRATEGIST | CHANGE AGENT
President, TÆNKE Marketing

Building on more than 20 years of corporate marketing experience, Tamara Jensen founded TÆNKE Marketing in 2016 in order to bring executive-level marketing consulting services to the AEC industry and beyond. She works with principals, practice leaders, seller-doers, and marketing teams; assesses quality and effectiveness of internal programs, processes, and outcomes; establishes solutions that raise the bar and capitalize on competitive advantages; and leads implementation of strategic initiatives and special projects.

With deep expertise in all facets of marketing, communications, branding, and public relations, Tamara serves as a valued resource to her clients on an ongoing basis through a Consulting CMO business model. Her approach combines AEC industry best practices and cutting-edge methodologies from other industries to encourage ahead-of-the-curve innovation that helps her clients to better compete in their markets.

Tamara's ability to 'see the forest for the trees' facilitates a healthy dialogue about both long-term needs and short-term priorities, as well as best use of resources, to achieve the greatest possible ROI.

PROFESSIONAL HIGHLIGHTS

1

Global Design Firm Experience.

As ranked by *Architectural Record* 2020:

#6

HOK
Marketing Associate
1996-2000

#12

CRTKL
Marketing Manager
2001-2003

#6

HOK
Marketing Manager
2003-2012

#2

Perkins+Will
Marketing Director
2012-2013

2

Local Design/Build & Commercial Real Estate Experience.

Notable *Recognition* during professional tenure:



SMPS
Pinnacle Award
for New Website
2015



NAIOP
Finalist for Property Management
Firm of the Year
2016

Wight & Company
Vice President, Marketing & Communications
2014-2015

MB Real Estate
Senior Vice President/Chief Marketing Officer
2015-2016

3

Proven Marketing Strategy & Consulting CMO Experience.

Current engagements shown in red:

TÆNKE

Founded
2016

AltusWorks
2017-2022

FitzGerald
2018-2020

CVG Architects
2018-2023

IHC Construction
2018-2019

ConopCo
2019-2020

Patsy McEnroe Photography
2020

Lucien Lagrange Studio
2021

Ravenswood Technology Group
2021-2023

McHugh Construction
2022-2023

Executive Construction, Inc. (ECI)
2022-2023

New Ground
2016-2017

Epstein
2017-2020

A4E
2018-2023

SMPS Chicago
2018-2023

Portman Architects
2019

a+c architects
2020-2023

Canopy a+d
2021-2022

JDJ Architects
2021-2023

CDI Construction
2022-2023

ACHA
2022-2023

JOIST.ai
2022-2023

CONTACT

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