



2026 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



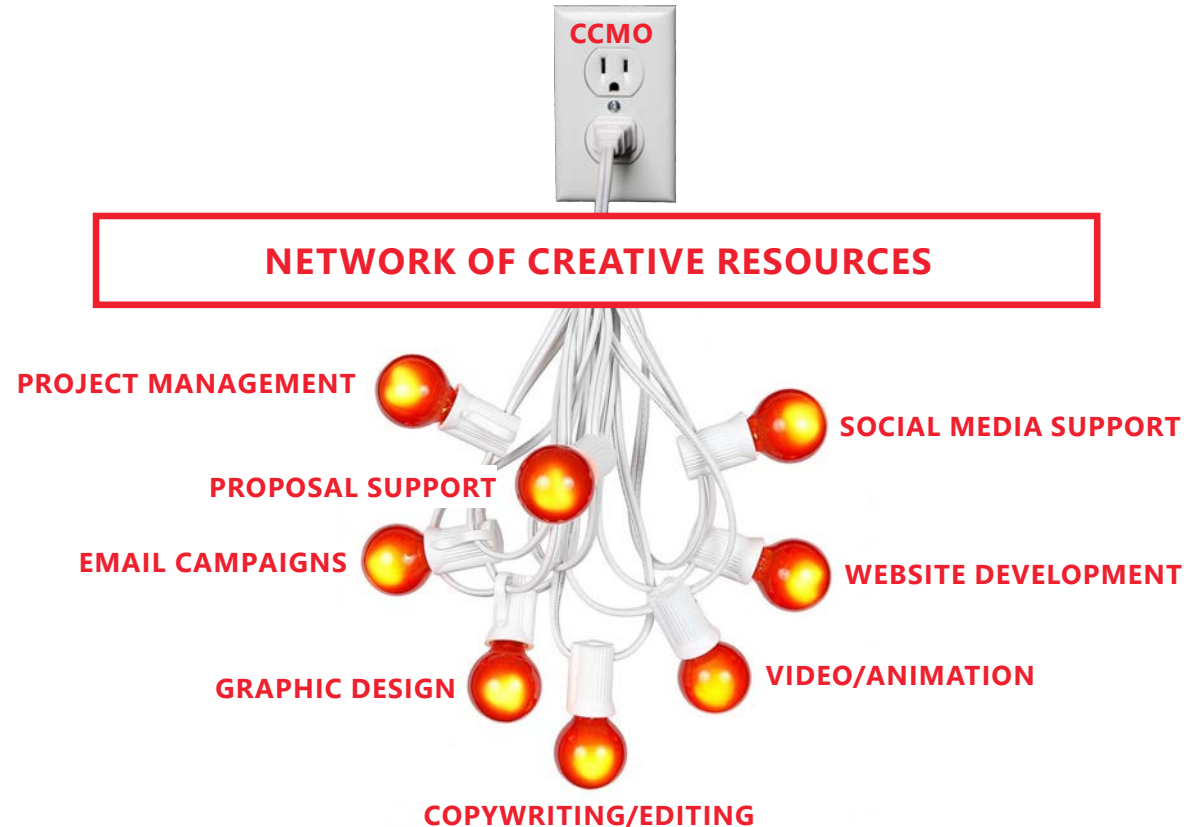
Project Manager & Contributor

- ✓ 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 Broader Insights 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 Industry Organizations / Networking

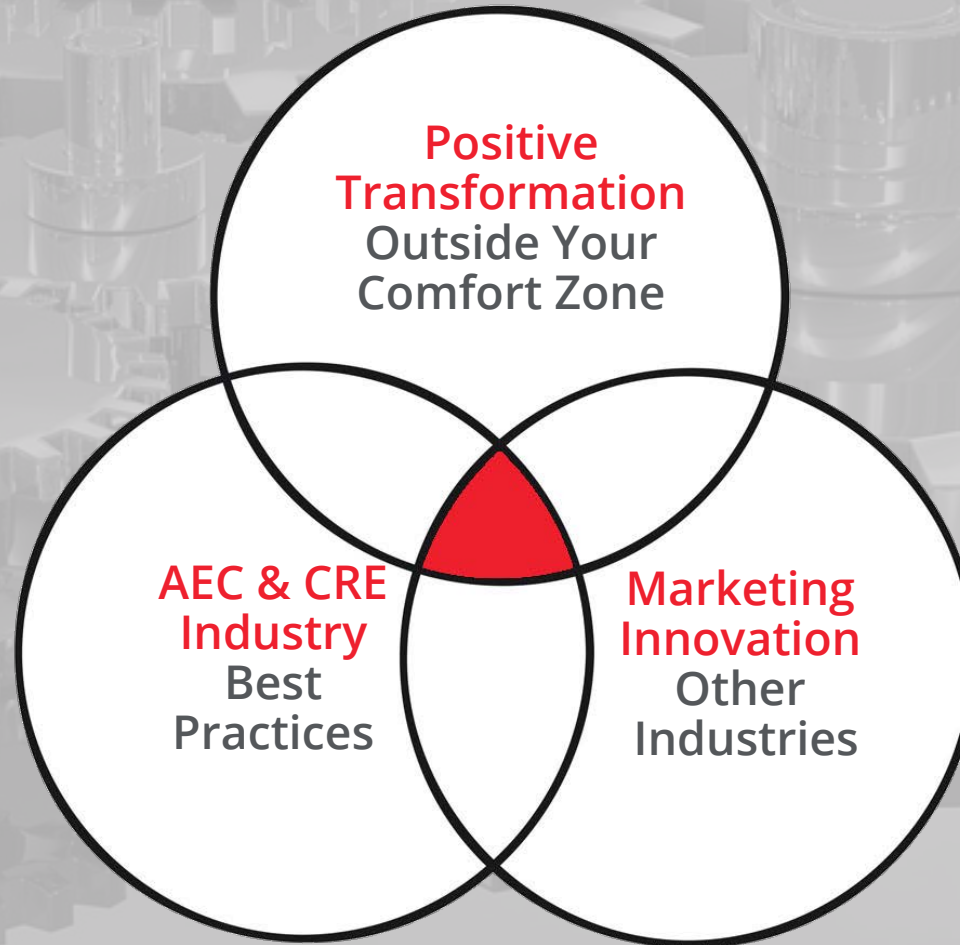


Professional Development Thought Leader Relationships



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
President, TÆNKE Marketing

Building on more than 25 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 owners, 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.

PROFESSIONAL HIGHLIGHTS

1

Global Design Firm Marketing Leadership Experience.

As ranked by *Architectural Record* 2023:



2

Local Construction & CRE Firm Strategy Experience.

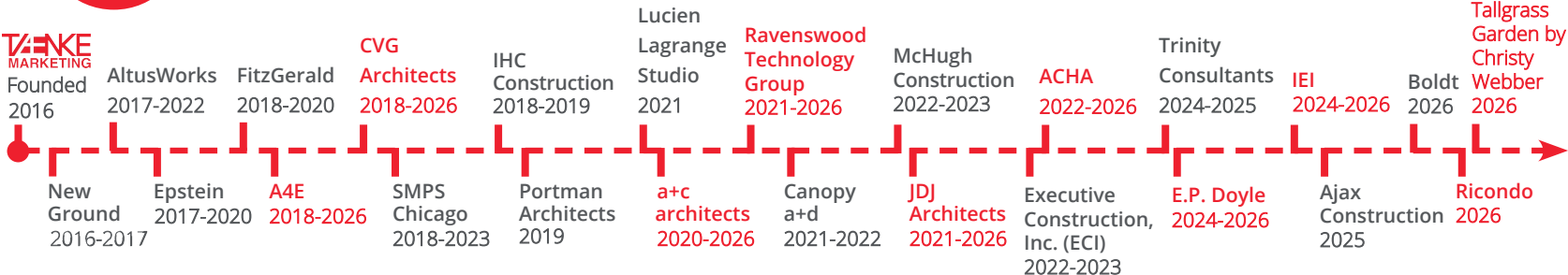
Notable *Recognition* during professional tenure:



3

Proven Consulting CMO AEC & Professional Services Experience.

Current clients shown in red:



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