



M7 Social Project

LEAVE AN IMPACT

**HIGH-LEVEL STRATEGIC CONSULTANCY STUDIO AND LEARNING LAB WITH A GLOBAL
FOOTPRINT THAT STRIVES TO **LEAVE AN IMPACT**.**

ABOUT **M7** **SOCIAL PROJECT**

M7 Social Project was founded by Mary Wieder in 2018 with the idea of combining marketing and digital know-how with the willingness and desire to build a network of collaborations to drive not only business results – but business impact as well.

M7 Social Project is registered in both Verona, Italy and Emmaus, Pennsylvania (1 hour north of Philadelphia) in the U.S.

Via Lastre, 3a
37121 Verona (VR) – **ITALY**

12 E. Pine Street
Emmaus, PA 18049 – **USA**



COMPANY VALUES

Integrity First

Honesty, clarity and accountability at the core of everything

Collaboration Always

Stronger results come from working side by side with clients, partners and our network

Empowered Growth

Turn marketing into a driver of business success and positive social impact





M7 Social Project
LEAVE AN IMPACT

Marketing Audit, Research & Strategy
Marketing in Outsourcing (Fractional Marketing Officer)
Marketing Internationalization & GTM
Marketing for Content Creation & Growth
Marketing Lead Generation & Funnel
Marketing Privacy Compliance
Marketing Training & Workshops

WHAT M7 SOCIAL PROJECT OFFERS

M7 Social Project offers expert global marketing and business strategy consulting services in seven core areas. All collaborations are individually designed, and M7 has access to a network of collaborators in the EU and U.S.

All projects are designed to leave an impact. Working with each client individually, projects are designed with clear deliverables and metrics. M7 also aims to bring social impact strategy to the business.



EXPERIENCE AND PORTFOLIO

25
CLIENTS MANAGED

Clients from Italy, France, Austria, Spain, UK, United States, Australia, and India

Sectors of expertise: Life Sciences/Healthcare, SaaS and Information Technology, AI platforms, Cybersecurity, Telecommunications, B2B Service Models

€1 MILLION+
MARKETING BUDGET
MANAGED

Experience leading global teams and defining and managing multi-million dollar marketing budgets for events, advertising, MarTech and more.

10%+
ENGAGEMENT RATES

LinkedIn growth strategies to increase the follower base organically and augment engagement rates above industry average.

MARKETING STRATEGY

We conduct a comprehensive review of your current marketing efforts, competitors, funnel performance, and stakeholder feedback — then create a strategic plan to align your marketing roadmap for growth and efficiency.

SERVICES

Comprehensive Marketing Audit
Competitor Analysis
Brand Analysis
Stakeholder Analysis
Market Research: secondary and primary (focus groups or surveys)

DELIVERABLES

Marketing Audit Report and
Presentation of Findings
Marketing Plan

MARKETING OUTSOURCING

We serve as your Fractional CMO or Marketing Director, or lead marketing functions in your industry (life sciences, tech/SaaS, non-profit) — providing senior-level leadership without the full-time overhead or risk.

The commitment is typically hourly per week or per month.

SERVICES

- Ongoing strategic marketing leadership
- Budget definition and management
- Brand Positioning Strategy
- Target Market and Buyer Persona definition
- Demand Generation and Lead Funnels
- Content and Campaign Oversight
- Training

DELIVERABLES

- Monthly marketing report and metrics
- Marketing Qualified Leads (MQLs)
- Content Generation and/or Editing
- Marketing Plan

MARKETING INTERNATIONALIZATION & GTM

Want to take your product or services in other markets - particularly the U.S.? We develop strategic plans and facilitate workshops (design thinking, social impact models) and conduct market research to test Go-to-Market plans quickly.

SERVICES

Market Research
Global Marketing Strategy
Workshop development and facilitation
Process design and implementation
consultancy

DELIVERABLES

Market Research Reports and GTM plans
Workshop Report
Process documentation (for example:
New Product Development process
developed specifically for your company)

MARKETING CONTENT CREATION & GROWTH

From copywriting (English/Italian), website & social media content, to editorial calendars & marketing collateral — we build content that boosts visibility, credibility, and growth for your brand.

SERVICES

Content Calendar creation
Content Generation: social media posts, expert content, website text, etc
Thought Leadership content
KOL research and collaboration
“Market Ready” English support

DELIVERABLES

Content Calendar
Content pieces (social media posts, white papers, eBooks, website text, marketing collateral, event booths and rollups)

MARKETING

LEAD

GENERATION &

FUNNEL

We define and map the B2B lead funnel (from first contact to client), design or refine CRM strategy, and manage implementation to ensure leads are tracked, nurtured, and converted efficiently.

SERVICES

Lead Funnel definition
Prospect and MQL lead generation
MQL to SQL conversion support
CRM selection and support

DELIVERABLES

Lead Funnel Process documentation
Prospect and MQL metrics

MARKETING PRIVACY & COMPLIANCE

GDPR and data privacy are no longer optional. We draft compliant marketing policies, advise on data privacy operations, manage CRM privacy aspects, and in Europe we act as or advise about the Data Protection Representative role when needed.

SERVICES

GDPR Marketing consultancy
HIPAA Marketing consultancy
GDPR Marketing Policy drafts

DELIVERABLES

GDPR for Marketing Training course
GDPR for Marketing Company Policy

MARKETING TRAINING & WORKSHOPS

We deliver customized training (in English or Italian) in fundamental marketing principles, international marketing, business communication, LinkedIn for sales, social media strategy, and more to build your team's capacity - with a certified instructor and facilitator!

Learn more about **LEGO Serious Play!**
<https://www.m7socialproject.com/lego-serious-play>



SERVICES

One-time or ongoing training courses in marketing, business communications or social media.

One-time or ongoing workshops

Design Thinking or LEGO Serious Play workshops with certified facilitator

DELIVERABLES

Training Certificate of Completion
Training Materials
Workshop Report



COURSE

INTERNATIONAL MARKETING

This course is designed for companies that want to expand internationally and compete effectively in global markets. It combines strategic frameworks with hands-on exercises to give teams the tools they need to succeed abroad.

Participants will learn how to:

- Define a strong international positioning and value proposition.
- Build and adapt a go-to-market strategy for different countries.
- Create and manage lead generation funnels across borders.
- Navigate cultural differences and buyer behavior in international markets.
- Measure impact with clear KPIs and analytics.

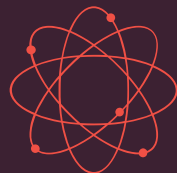
The course blends real-world business cases with practical tools, ensuring teams can immediately apply what they learn to their company's growth strategy.

***In the process of being accredited**



SPECIFIC SECTOR EXPERTISE

LIFE SCIENCES



15+ years in life sciences: from CROs to multinational pharma companies and niche digital health providers

Life Sciences specific Lead Funnels

Thought Leadership and KOL research and content generation

Event Planning and Management for max lead prospecting

SAAS TECHNOLOGY



15+ years working with SaaS technologies in healthcare, telecommunications and business processes from startups to mid-size growth and multinationals

CX and AI - as a Service Experience

Product Marketing Strategies

Innovation Management Strategies

B2B SERVICES



Supporting companies that provide services to other organizations: from finance to industrial production and luxury goods

Product and Innovation Process Management

Global Content Management

Global Market Research

SOCIAL PROJECTS

Our purpose goes beyond growth. We believe in doing good while doing well. We are deeply committed to using marketing as a force for positive change. Through our Social Projects initiative, we partner with non-profits, women-led organizations, and mission-driven ventures to amplify voices that matter. Whether through pro bono campaigns, knowledge-sharing workshops, or developing affordable services for startup communities, we strive to empower and create impact in the broader world.



Women-First Marketing
Collaborating with female associations to empower professionals and particularly helping women-led startups thrive!

Brand Ambassadors
Progetto Quid is a sustainable fashion brand based in Verona, Italy with a social enterprise mission to bring work to vulnerable female populations. through developing hard and soft skills.



MEET THE FOUNDER

MARY ELIZABETH WIEDER



A native of Allentown, Pennsylvania (USA), Mary has lived in Verona, Italy for over a decade and is a dual Italian-American citizen.

She is a bilingual (English/Italian) Global Strategic Marketing Expert with certifications in Digital Transformation, Design Thinking and Social Impact. Mary has 19+ years of experience in Marketing Management Consulting and Director roles for multinational companies and startups mainly in Life Sciences, Pharmaceuticals, SaaS and IT, AI platforms and Telecommunications. She is a Professor of International Marketing and Business Communications at USAC University in Verona since 2017, and a certified facilitator of the LEGO Serious Play methodology.

Mary has a degree (B.S.) in Marketing from Lehigh University in Bethlehem, PA, a Master's degree (M.A.) in Global Communications from the American University of Paris and an Executive Program Certification from Massachusetts Institute of Technology (MIT) in Corporate Innovation Ecosystems.

She is the Founder of Verona Professional Women Networking non-profit organization, and member or Ambassador of several women's associations.

Wife. Boy Mom x 2. Competitive Long-Distance Runner currently chasing the World Marathon Majors medal (3 of 6 done!).

LET'S CHAT!

GET IN TOUCH



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www.m7socialproject.com