



CAPABILITIES

Sales and marketing, run as one.

Orcava runs sales and marketing as one system for mid-size companies, so the leads marketing brings in are the ones sales can close.

CPG • MANAGED SERVICES • FITNESS

THE PROBLEM

Revenue leaks at the handoff.

Most mid-size companies buy marketing from one place and sales help from another, and the handoff between them is where revenue leaks.

Orcava Consulting puts one senior lead over both. We plan the demand generation, fix the pages that lose it, and train the team that closes it. When a gap needs a specialist, we bring one from our network instead of asking you to hire.

WHO WE WORK WITH

CPG, managed services, and fitness companies

FOR THE

Owner or CEO

One partner accountable for pipeline, without a new department.

FOR THE

Marketing lead

A plan and the specialists to carry it out, measured by qualified conversations.

FOR THE

Sales leader

Leads your team can close, and training built on what the market is saying.

WHY ORCAVA

Most firms in this space sell marketing leadership only. Orcava runs sales and marketing as one system and carries out the work through its network.

WHAT WE DO

From first click to closed deal.



Pipeline you can trace

Lead generation, paid search, SEO, and paid social measured by qualified conversations, not traffic.



Sales and marketing on one plan

Marketing sales can close, and sales training built on what marketing learned.



A bench, not a hire

Specialists brought in for the gap you have now.



Fix the funnel you already paid for

Landing pages, conversion testing, and UX before more ad spend.

SERVICES, GROUPED

Demand and lead generation

Paid search, SEO and video SEO, paid social across Google, Bing, Meta, Pinterest, Instagram, and TikTok, influencer strategy.

Conversion

Landing page optimization, conversion testing, UI and UX optimization, B2C and B2B e-commerce marketing, reputation and brand management.

Sales

Sales training, backed by experience in sales and business operations.

ABOUT ORCAVA CONSULTING

Orcava Consulting is a Los Angeles sales and marketing consultancy for mid-size companies in consumer packaged goods, managed services, and fitness. Orcava runs sales and marketing as one system. A senior lead owns the plan, from demand generation, paid search, and social to landing pages, conversion testing, and sales training. An established network of contractors and service providers fills the gaps a growing company cannot staff alone. Clients get one accountable partner from first click to closed deal instead of a leadership search, a sales hire, and separate agencies that rarely talk. Orcava works with growing and established companies.

Led by Nick Sattler, President and CEO.

HOW ENGAGEMENTS RUN

Every engagement starts with a discovery call about where leads and deals stall. From there, the work runs one of three ways: a defined project that fixes one part of the funnel, ongoing sales and marketing leadership with specialists added from the network as gaps appear, or sales training for the team that closes.

Book a discovery call with Nick Sattler

nicksattler1984@gmail.com • 702-531-4423 • orcavaconsulting.com



SALES AND MARKETING, RUN AS ONE • LOS ANGELES