

LeMay Marketing

lemay.io

Built to make you money. Built to shine.

A specialized Twin Cities marketing firm, built on the same full Superpowers platform it now uses to package and sell its own campaign wins — locally, then nationally.

Retail

Professional Practices

Manufacturing

Car Dealers

Full Suite

EVERY AWAI SUPERPOWER
DEPLOYED

Local → National

CAMPAIGN PACKAGING &
DISTRIBUTION

NW Metro

MINNEAPOLIS-ST. PAUL FOCUS

Who they are

LeMay Marketing (lemay.io) is a specialized advertising and marketing firm serving businesses across the northwestern quadrant of the Minneapolis-St. Paul Twin Cities. Their focus spans retail, professional practices, manufacturing, and car dealerships — businesses that serve their local communities every day. LeMay provides websites, marketing advice, strategic guidance, and ongoing services like brand building, pricing, and positioning.

The challenge

LeMay had a proven pattern: when a campaign worked for one client, that success represented real, repeatable value — but turning a one-off win into a packaged, sellable offering for their broader subscriber base (and for national distribution) required infrastructure they didn't have. They needed a way to capture what worked, systematize it, and push it back out — both to their existing subscriber base and as a standalone product to the rest of the country.

What we built: the full Superpowers suite

LeMay Marketing runs on AWai's entire platform — not a subset, but the complete suite: Campaigning, Sales, Visibility & Domain Authority (SEO), Analysis & Reporting, Customer Portal, and Library/Intranet capability. This gives LeMay the same tools we use ourselves, deployed for their own business and passed through to how they serve their clients.

"The Customer Portal and Library aren't just deliverables for clients — they run LeMay's own marketing operation too."

Superpowers deployed

LeMay Marketing draws on AWai's complete Superpowers suite — the full platform, not a subset:

Customer Portal + Library

Gives LeMay's subscriber base direct access to packaged marketing systems and campaign playbooks.

Campaigning + Sales

Captures what works for one client and systematizes it into an offering LeMay can sell and distribute nationally.

Visibility & Domain Authority (SEO)

Builds LeMay's own domain authority while giving them the tools to do the same for clients.

Analysis & Reporting

Helps LeMay analyze their own clients' needs with the same data-driven approach they now offer as a service.

The benefit to LeMay

- **A proven campaign becomes a product** — instead of one-off wins staying one-off, successful work gets packaged and repeated, first for the subscriber base, then nationally.
- **LeMay uses what it sells** — the Customer Portal and Library run LeMay's own marketing operation, not just their clients'.
- **Client needs get analyzed with real data** — Analysis & Reporting turns client relationships from guesswork into evidence-based strategy.
- **A local firm gets a national growth path** — the same packaging-and-distribution model that serves Twin Cities clients becomes the engine for expanding LeMay's reach.

The vision

LeMay Marketing goes from a specialized regional firm serving the northwestern Twin Cities to a business with a repeatable, packageable system — proven locally, then offered nationally.

Ready to see what your Superpowers Report looks like?

Get a free automated growth audit at advancedwebsites.ai/GrowthReport