

About Us

Innovation Worx was founded by Yvonne Bailey in 1998 to help entrepreneurs and corporate marketers strategically develop and grow their businesses.

In 1999, we turned our focus to Internet marketing consulting with specialization in web strategy, direct response copywriting, targeted email marketing, online marketing promotions and web site optimization expanding our reach to small and large businesses online, around the globe.

Over the years, we've developed our unique strategic insights into consumer markets and our penchant for spotting emerging patterns and impending change into a system for innovation leadership. Our expertise is helping emerging fast-growth and established lifestyle companies develop an organic culture and continuous cycle of innovation from the front office to the executive suite.

We offer our clients:

- An insatiable curiosity about what drives consumer behaviour.
- A blend of art and science in designing and optimizing brands, information products, business systems, marketing promotions and web communications that reflect and resonate with your customers' values interests and preferences.
A dedication to work with market leaders, whether you're already there and want to stay on top or you're on your way up. Our clients are undeniable in their leadership offering their customers added value rather than trying to compete on price alone.
- A knack for creating innovation systems that go beyond the competitive status quo to operate in an arena of excellence and peak performance.

Our commitment is to dig deeper, go further, assume new perspectives and ask the questions that lead to answers that work for both you and your customers.