

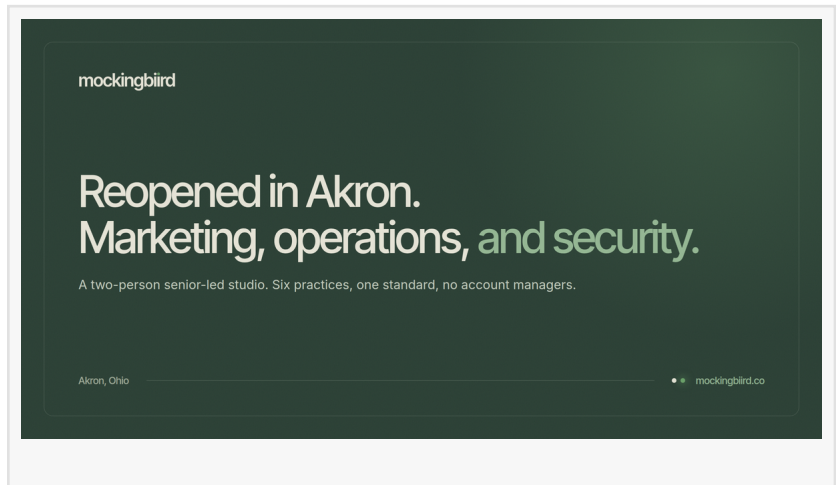
Mockingbiird reopens in Akron, expands from marketing into digital operations and security

Akron studio adds digital operations and cyber risk management to its existing marketing work for small businesses, nonprofits and political organizations.

AKRON, OH, UNITED STATES, August 13, 2026 /EINPresswire.com/ --

Mockingbiird, a senior-led digital studio, has reopened its Akron practice and expanded past marketing into digital operations and [cyber risk management](#), a move the studio

attributes to how often small-organization marketing now fails for reasons that have nothing to do with the marketing.



The expansion brings the studio to six practice areas: web development, social media and brand, outbound marketing, fundraising, public relations, and cyber risk management. The additions target organizations that have accumulated marketing technology faster than they have accumulated the staff to run it.

“

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The studio reports encountering the same conditions repeatedly in prior client work: advertising accounts registered to a former vendor's email address, analytics that has not recorded a valid conversion in months, administrative passwords held in a shared spreadsheet, and customer data kept under practices that no longer satisfy what insurers and enterprise buyers ask before

they sign.

“Generic marketing stopped working a while ago, and the reason is not creative,” said Tian Treb, co-founder of Mockingbiird. “What moves revenue now is secure systems and workflows that hold up when one person leaves, with good work built on top of that. Most small organizations are missing the first two, so they end up paying for campaigns that sit on nothing. Every dollar

after that is guesswork.”

The digital operations practice covers account and asset ownership audits, analytics and conversion tracking implementation, internal tool consolidation, and documented handoff of credentials and access. The cyber risk practice covers risk assessment, compliance readiness, and security review for organizations without dedicated technology staff.

Mockingbiird operates without account managers. The two founders perform the work directly, a structure the studio describes as a response to the senior-to-junior handoff common at larger agencies, where the team that presents in the pitch is frequently not the team that executes the contract.

“The person in the first meeting is the person doing the work,” said Matt Blackert, co-founder. “Nothing gets passed down to someone junior once the paperwork is signed. That is the entire reason the studio is two people and not twenty.”

The studio serves small businesses, nonprofits, political organizations and startups across Northeast Ohio and nationally. It maintains a set of free, ungated resources including a 30-question scored marketing audit, a [customer acquisition cost calculator](#), and a guide covering 50 questions to ask before hiring an agency.

The studio is accepting new client work. Information on the six practices and the free resources is available at mockingbiird.co.

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About Mockingbiird

Mockingbiird is a two-person digital studio based in Akron, Ohio. The studio provides web development, social media and brand, outbound marketing, fundraising, public relations, and cyber risk management services to small businesses, nonprofits, political organizations and startups. The studio operates on a single standard of senior-level delivery with no account management layer.

Tian Treb

Mockingbiird

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