



PREPARING YOUR MARKETING GAME PLAN



Too often, marketing is a fragmented collection of tactics... an email blast or webinar here, an industry trade show there. Little is done to ensure only the BEST marketing approaches are being used, and there's often no clear sense of return-on-investment.

Creating a solid marketing game plan helps you accomplish three things:

- 1 Gain clarity around your target market, your unique selling proposition, and key sales opportunities
- 2 Outline a repeatable process that identifies ONLY those tools that work best for your business
- 3 Identify specific business metrics that will measure your progress and improve your ROI over time

HOW DOES IT WORK?

We'll want to spend time talking with the CEO, marketing and sales folks, and those that implement and/or service your offering. We'd want to chat with some select customers. We'll want to know about your top competitors so we can do some digging to see how you compare.

Once we've gone deep, we'll present our honest assessment of your current marketing efforts including:

- Your core messaging, including the clarity and impact of your unique selling proposition
- How effective you are in generating website traffic

(SEO, AdWords, social media)

- What image your website, sales collateral, and demos present to the market
- The quality and persuasiveness of your sales copy
- Search rankings in Google and Bing
- How effective your website is at converting visitors into leads (on computer and mobile devices)
- Your ability to nurture leads in a strategic and consistent way

For each area identified as needing improvement, we will provide you with a marketing game plan – a clear, prioritized set of recommendations.

FEE

The standard fixed fee for a comprehensive approach (collecting and analyzing the information, providing the assessment, and creating your prioritized marketing game plan) is \$4,950.