

STRATEGY FIRST ENGAGEMENT

WHY YOU NEED STRATEGY BEFORE TACTICS!

Do any of these problems exist in your business today?

- You know you need to start marketing but don't know where to start
- You are struggling to get the word out about how you bring value
- You feel like prospects aren't clear about what you do
- You're not sure what tactics make sense right now
- You seem to be drifting without a real plan

You won't find the answers to the problems above in SEO, Social Media, or Email – these are *strategy* problems, and you can only address them with strategy solutions.

7 STEPS OF A STRATEGY FIRST ENGAGEMENT





7 Steps in a Strategy First Engagement

Initial Getting Started Discovery Meeting – During this call, we'll learn about your current marketing efforts and future goals and objectives.

Core Message and Ideal Client Persona Development – We'll interview 5 ideal clients to discover your most effective competitive advantage. You will receive access to interview summaries, ideal client profiles, and our recommendation for a core marketing message that will allow you to stand out from the competition.

Editorial Plan – Based on our keyword research, we'll build a content strategy using our "hub" pages approach that will allow you to map out 6-12 months of content as part of your ongoing marketing efforts.

Customer Journey Map – Using our proprietary Marketing Hourglass technology, we'll help you create a roadmap of suggested marketing tactics for each of the phases of the customer buying journey: Know, like, trust, try, buy, repeat, and refer.

Competitive Landscape – We'll study your biggest competitors and create high-level summaries and a report on their marketing strengths and weaknesses.

Priority Growth Recommendations – From our research and an audit of your existing marketing and online presence, we'll recommend the highest-impact activities you need to consider fixing or implementing today.

Presentation of Findings – Once we complete our work, we'll schedule a time to meet with you and your team via zoom to deliver the items above and map out what we believe is the best strategic approach for you to take with your marketing. From this point, you'll have several options for how to put our recommendations into action. We can teach you or your staff to do it, or we can do it for you.

The process takes about 30-40 days and involves three meetings with you and your team. The 2023 price for a strategy first engagement is \$5,000.

Upon receiving our strategy findings, you will have a clear direction for standing out, attracting the ideal client, and a roadmap of effective tactics to support your strategy.

[Strategy First Payment Link](#)

