



Strategic Marketing BluePrint

- Messaging that Connects
- Branding that Creates Excitement
- Foundation that Makes You Visible
- Marketing that is Focused

"We had never done a planning session like this and it was a real eye-opening experience.... Bobby Richardson, looked at our overall strategy so we could start fresh with a complete marketing strategy." A. Walker

Strategic Marketing BluePrint Workshop and BrandDifferent

If you Fail to Plan, then you Plan to Fail! This has never been truer in operating a business. You must invest in your employees and company to have a successful future.

The Strategy Marketing Blueprint is just that. In this workshop we start the process of creating an overall marketing blueprint for your business. If you are building a home, the first thing you would do is to create a set of construction blueprints for the builder to follow and it must include all the components required to effectively create the foundation, floor plans, exterior elevation plans, electrical and plumbing, right?

During this workshop, we analyze your current business circumstance which we call the 'starting point' then we determine what's our end game and create a list of the components we will need to get there. Every business needs a business, financial, and more importantly a thorough strategic marketing blueprint.

During these 2-3 days, we focus on the Marketing Plan in this workshop, we can provide you our business and financial plan templates, and offer a webinar on business planning.

The Strategic Marketing BluePrint is one of the most crucial documents to improve the success of your business. Your advisor will show the process we follow during this workshop and provide you a questionnaire with the items we need from your team for us to start.

We examine Four Factors: **What** we are going to accomplish, **Who** in the organization will be responsible, **When** is about the timeframe for each part, and **How** is about the tactics to achieve the goals laid out in the blueprint:

- Marketing Story and Messaging
- Delegation Plan
- Foundation Plan for online and offline marketing
- Budget Plan Outline
- Outline of an Operation Plan, if needed
- Sales, Service and marketing deliverables
- KPI's, with proposed maintenance plan to manage the process.