

# SCOPE OF SERVICES



*Your brand is the sum total of how someone perceives your company." Jeff Bezos*”

## ***Premium Lead Starter Package***

*Our approach goes beyond traditional marketing, focusing on holistic strategies that seamlessly integrate with your business goals.*

- Consistent and engaging content will attract and retain your audience's attention.
- LinkedIn (or other platforms you are on) Connection strategy that builds industry authority, forms strategic connections for leads.
- Enhanced brand visibility with content strategy and platform optimization strategy
- Proven strategy of creating predictable growth in your business
- Established consistent brand voice, amplifies unique selling proposition across content and messaging to reach your ideal clients
- Proven strategy to post on social media and generate leads from your posts.
- Established system to generate leads into your business

In this *Premium Lead Starter Package* includes:

## Marketing Strategy

- **Client Intake:** Our client intake form is designed to get us up-to-date on your current marketing, your business model, what you have in place that is working and where you currently are at. This allows me to draft your documented strategy, do research on your industry and any competition so that together we can build upon what you have already done. This also will help me to prepare for the ideation of tools and tactics.
- **What has to happen in 90 Days:** We will start off with giving you a worksheet to fill out to assess what you have done in the past, where you want to go and what must happen in the next 90 Days. We will focus our efforts on making sure this is our focus and the projects we choose will in fact fulfill your statement for your marketing strategy for the next 90 days.
- **How to create predictable growth:** When it comes to marketing most people get stuck for 3 reasons and it is always tied to having one missing component to their marketing strategy. If you have documented strategy and actionable metrics but lack new tactics you get stuck in the mud; if you have a documented strategy and tools and tactics but no measurable metrics, you end up throwing spaghetti at the wall because you do not know what works. If you have tools and tactics, actionable metrics but lack the documented strategy you are a one hit wonder. I will take you through the process of creating each of these deliverables for your business and the process to go through that allows you to create predictable growth moving forward.
- **Diagnose:** We will then work on your documented strategy and diagnose the areas you are needing to focus on in your business. As we build out your documented strategy, we will begin to see the areas you are missing or the areas that are not producing for you. This will allow us to move to the next phase and fill in the areas that need attention. (I like to call this the blueprint that is built upon the psychology of relationship building online it is a vital step many skip)
- **Ideate:** During our sessions together, we will focus on the four growth levers for your marketing which include: acquisition, activation, monetization, and retention. Dialing in on your biggest area of need we will focus on coming up with the tools and tactics you need to get you to your goals. During this phase we won't be choosing the tools and tactics but discussing and coming up with the ideas and opportunities that exist.
- **90 Day Plan:** Once we have finished coming up with the ideas for your marketing strategy, we will then score the top ideas that stand out to you. This is a process of using ICE, which scores ideas based upon Impact, Confidence and Ease. Once we know the top 3 tools and tactics that will get you to your goal this will turn into your 3 projects for the next 90 Days.

- **Measure:** Once we finish creating the projects with due dates, we will walk through the growth scorecard. This is to measure the results of each of these projects as what does not get measured does not get improved. It is important to understand why things work or do not and the real data behind them.
- **Deliverables:** As a result of our work together you will receive the following for your 90 Day Marketing Game Plan and we will walk through this process every 90 days:
  - 90-Day Game Plan
  - Growth Lever Canvas
  - 3 Documents for your “Documented strategy” that include your sales funnel/process, email campaigns and ad strategy
  - Big 3 Planning Canvas
  - Your Ideal Client Identification
  - PowerPoint document which will include our ideation process, list of tools and tactics across all the growth levers as well as other helpful information related to the strategy. These tactics should be enough to harness for a full year if you need them.
- **CMO Strategy Sessions and Implementation support:** You will get weekly strategy calls for two months. The first 4 will be strategy, the next 4 will be more tactical and making sure you are getting the ROI you need. This is to help your team implement if you are doing some of the work yourself. Some of my clients have used these sessions for me to review what their team has created before it is launched as an example.
- **Your Online Messaging for Social and Your Website:** When it comes to getting clients online the secrets are in how a brand is communicated. None of digital marketing tactics or plans will work without a comprehensive understanding of the psychology of messaging. It is what makes social media “work”. If we find you will benefit from this during strategy, we will walk through step by step to craft your messaging for your specific services so that all of the other tactics work. You will obtain a fundamental understanding of how to harness this knowledge going forward to market your business and sell anything online.

- **Lead Magnet Creation:** Lead magnets are tools that allow you to gather your ideal clients contact information in exchange for their contact information. They can be everything from webinars, quizzes to free downloads. What is important is that they speak to your ideal clients top needs related to your services. I will provide you a list of suggested lead magnets you can create to generate qualified leads in your business. We will then make sure you have a strong title that will be irresistible to your clients. If you need us to design a lead magnet we can offer that as part of the package as well.
- **LinkedIn Connection Strategy (cold outreach campaign)** Building a strong presence on LinkedIn requires a targeted and effective connection strategy. This can also be for any other social media platform you are on.
  - **Personalized Connection Outreach:** Crafting personalized connection requests and messages to initiate meaningful conversations with potential clients. This personalized approach fosters stronger connections and increases the likelihood of engagement. This may include drafting exactly what to say to each potential lead.
  - **Content Sharing Strategy:** Developing a plan for sharing relevant and valuable content on your LinkedIn profile, testing video but also changing it if we see that the strategy needs to change. This may include a mix of curated content, original posts, and engagement with your network to position you as an industry thought leader.
  - **Training:** I will provide you with one lesson on how to reach out to your ideal clients to connect on LinkedIn, build strong relationships and book calls. I will also be handing you what to say to them. Once you get this down, this is something you might want to outsource at some point to a VA to save you time.
  - **Posting strategy and tactics for growth:** When it comes to getting leads on social media there are many things to consider. Each platform is different and works differently. I will walk you through the strategy and tactics you need to know in order to get your posts seen, your accounts growing, and how to generate leads on each platform of your choice.

**Upon completion of this comprehensive plan, we will review the recommendations made and prioritize any outstanding tasks or deliverables that need to be completed prior to moving to the next phases, which may evolve as we work together.**

## **Accountability & Execution Plan**

Throughout *Premium Lead Starter Package*, we will be providing recommendations, but what good are recommendations if we don't prioritize or execute? Before we proceed with services we will identify mission-critical tasks, assign ownership, and create due dates for the tasks so that they are complete. As we build this out, more ideas, tasks, etc. may come up. We have a system to make sure that these ideas are documented and noted so that we can stay on task, but we will revisit these action items as others are completed.

Also note that while we are working through these phases, it is imperative that we get feedback from your team in a timely fashion so that we can keep things moving forward.