



STRATEGIC MARKETING WORKSHOP

OVERVIEW

Taking place over the course of one to two days, our strategic marketing workshops are designed to uncover key insights, identify gaps, and build the foundation for a strong marketing strategy. This collaborative workshop will give you the clarity and direction needed to develop a marketing plan that drives real results.

OUR APPROACH

1. **Pre-Workshop Discovery** - Before the workshop, we'll meet with you to define your objectives and review your foundational brand and marketing documentation to ensure we start with the right insights.
2. **Foundations of Strategic Marketing** - We break down the marketing strategy building process and show you how these foundational principles can drive revenue.
3. **Marketing Documentation and Systems Assessment** - We assess your existing brand strategy, foundational assets, and systems (MAP/CRM/ERP) to identify strengths, gaps, and opportunities.
4. **Existing Marketing Efforts** - We analyze your previous and current marketing efforts to assess how they translated into revenue.
5. **Budget and Resources** - We assess your marketing and sales teams, external consultants, and budget allocation to ensure resources are being used effectively.
6. **Workshop Activity** - Based on the pre-workshop discovery and your objectives, we'll focus on one of the following:
 - **Persona Building** - Defining your ideal customers and matching them with your products/ services.
 - **Tone of Voice** - Creating a distinct, consistent brand voice
 - **Brand Messaging** - Clarifying and sharpening how your brand communicates with your customers
 - **Lead Flow Mapping** - Building or optimizing the system that guides leads through your pipeline efficiently
 - **Setting Marketing Objectives** - Defining marketing objectives that align with your business goals.
 - **Funnel Mapping** - Building a strategic customer journey centered on impactful touchpoints.

After the workshop you will receive a foundational summary that can act as the springboard for your company's strategic marketing plan. If you decide to move forward with a full engagement, we'll apply the insights gained from the workshop to develop a full strategic marketing plan and the cost of the workshop will be credited towards the engagement.

BRANCH

**55 CROMWELL
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READY TO GET STARTED? CONTACT BRANCH.