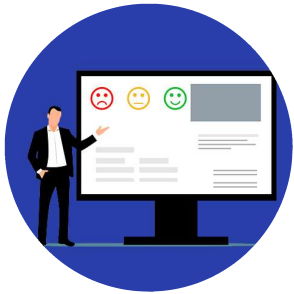


Three months to increased sales and improved profits

Month 1 – Discovery & Focus



Quantitative Customer Insight Research: create, publish, collect, and analyze a professional quantitative research to determine key segments and purchasing drivers

Desk Research: customers, segmentation, key drivers
Industry trends and comparisons vs. own business
Company marketing audit



Inventory available tools and software to optimize segmentation and persuasion

Determine tools needed for the full marketing stack

Budget



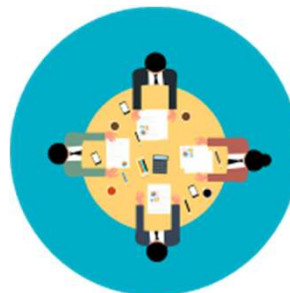
Month 2 – Strategy, Build, Training

Set sales goals, strategy, tactics



Presentation to the board, executive committee or investors as needed

Approve plans
Approve creative executions
Approve all other items



Hire 3rd party agency or execute by internal team

Onboard external team if needed

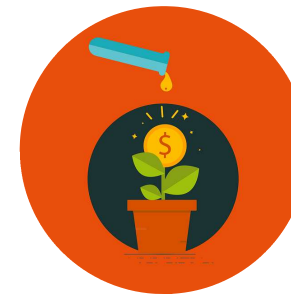
Month 3 – Implement & Improvement



Implement



Track & Analyze



Continuous improvement



Iffective LLC – www.YourPersonalCMO.com – concierge@YourPersonalCMO.com