

MARKETING & SALES START UP KIT

Plans starting as low as \$500/month
with annual contract

1

State of Marketing Review

- Determine Strength of Branding - SEO Review
- Review marketing strategy - Review marketing tools

2

State of Sales Review

- Determine Current Sales Process - Review Sales Process
- Review lead generation - Determine Customer Buying Cycle

3

Marketing Plan

- Design basic plan - Set up tools needed
- Initial set up of program - Establish KPI's

4

Marketing to Sales Handoff

- Document new sales process - Create sales scripts/emails
- Determine SQL - Establish funnel scoring

5

Marketing Implementation

- Continued Coaching - 2 hours of support /month
- Quarterly Reviews - EoY State of Marketing Review

6

Sales Implementation

- Continued Coaching - 2 hours of support /month
- Quarterly reviews - EoY State of Sales Review

