

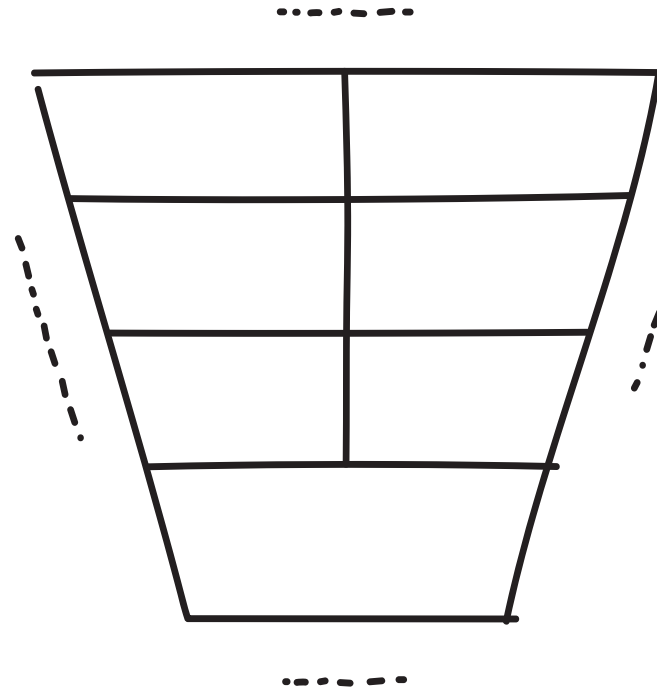
MARKETING WORKSHOP

THE WINNING MARKETING PLAN

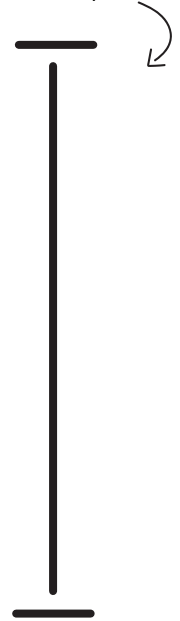
How to avoid marketing guesswork
Gain clarity, build structure and drive growth

THE MARKETING GAUGE™

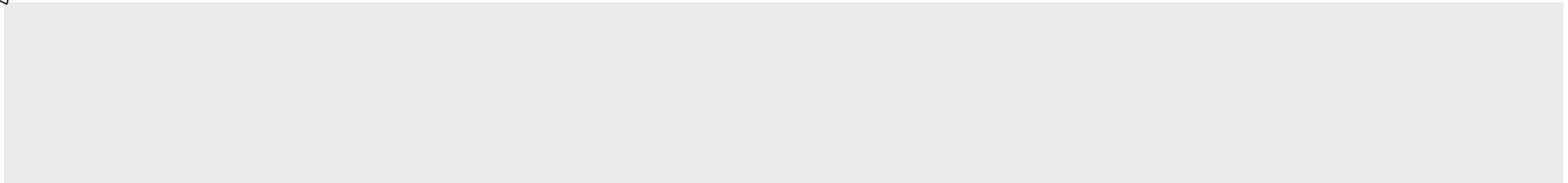
Where are you now?



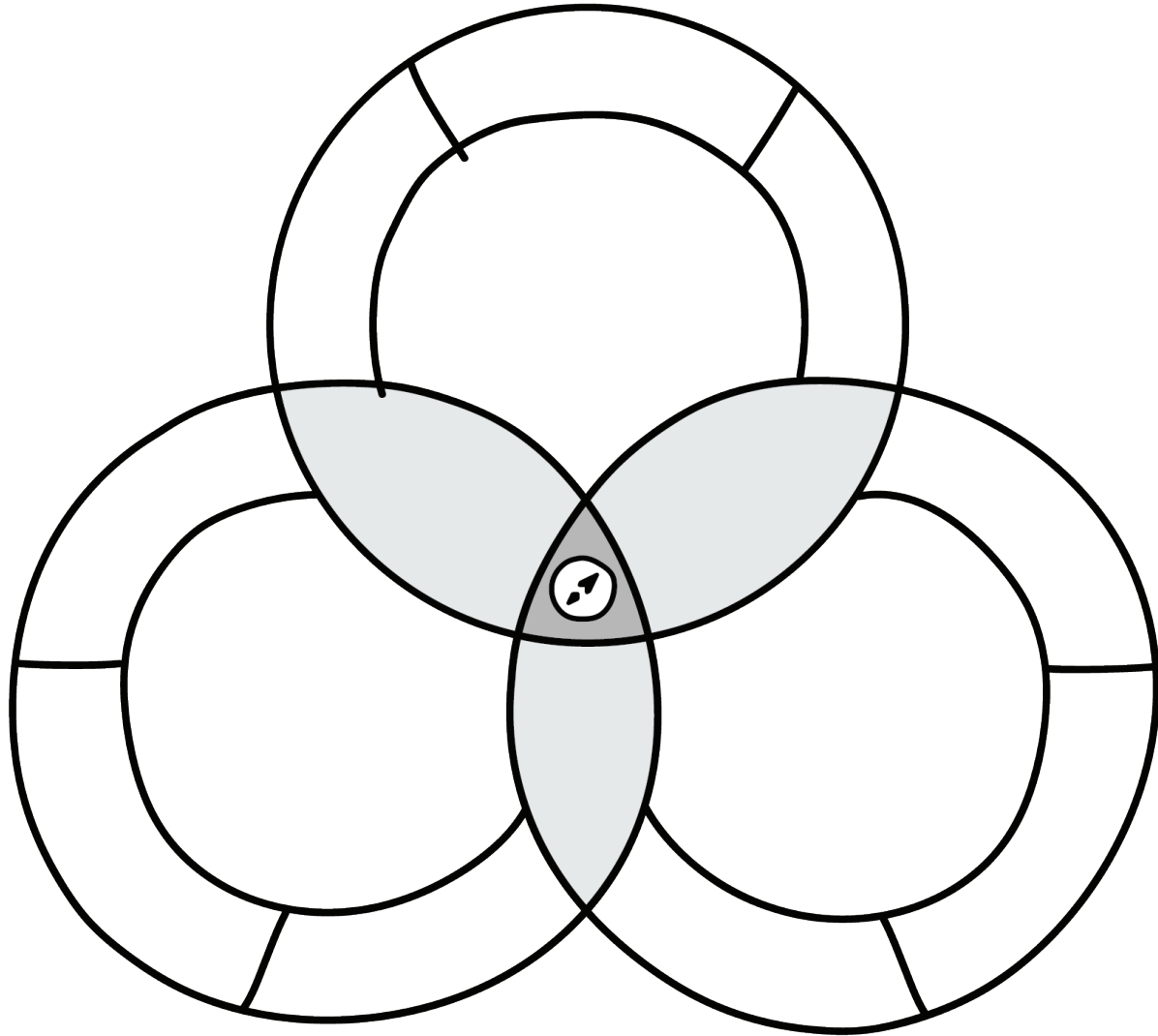
Where are you now?



Where are you going?



THE MARKETING COMPASS MODEL™



NOTES

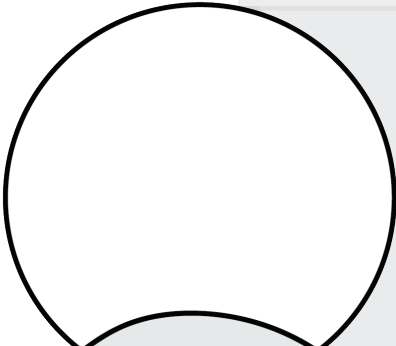
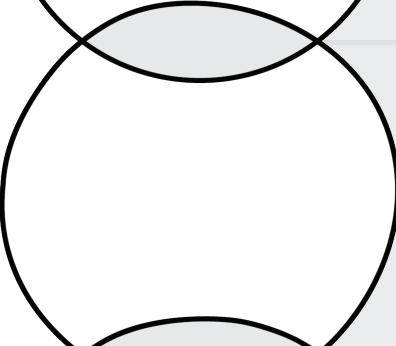
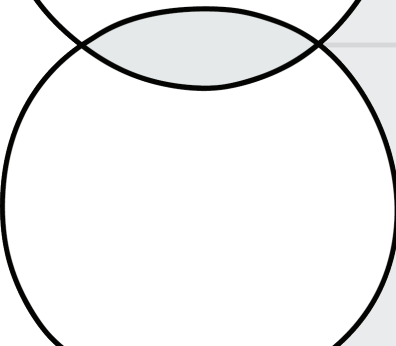
AIM

CREATE

EXECUTE



MAPPING YOUR PERSONA'S PRE-PURCHASE PROCESS

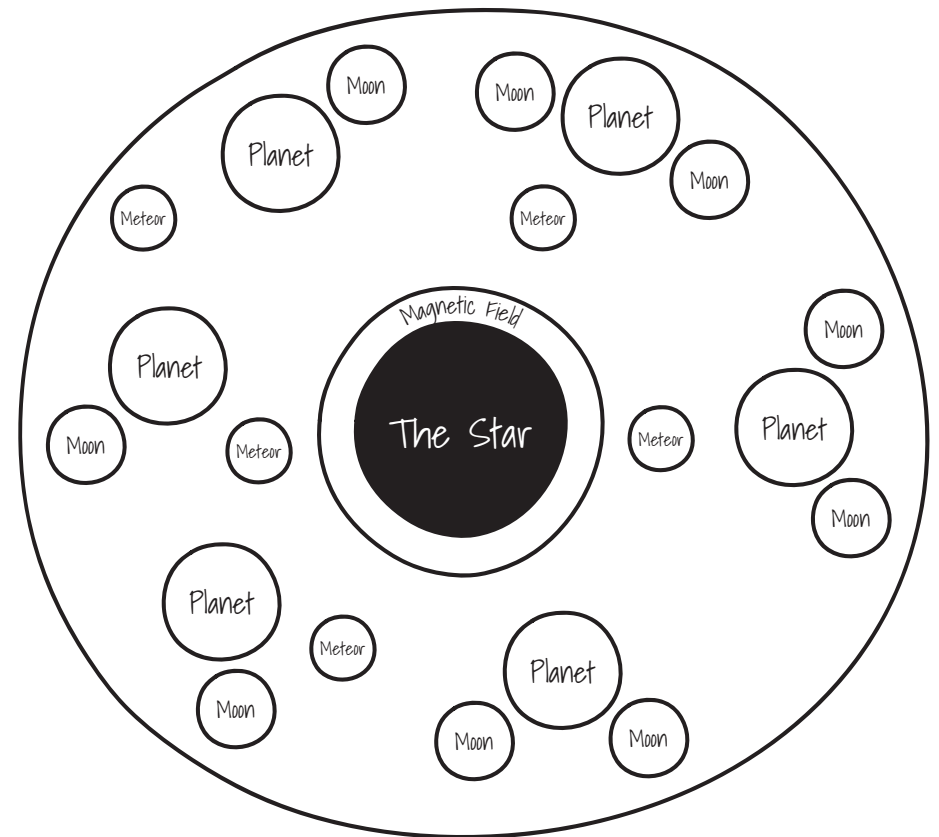
| | DEFINITION | BEHAVIOUR |
|--|---|-----------|
|  | <p>Your buyer persona is experiencing symptoms of a problem or a need to a level which warrants action, largely due to persistence or increasing impact.</p> <p>They are beginning to take steps to define what the problem or need is.</p> | |
|  | <p>Your buyer persona has defined their problem or need and has decided that they will find a solution.</p> <p>They will now assess the various options available and select a solution method.</p> | |
|  | <p>Your buyer persona has determined which solution method they will pursue.</p> <p>They will now choose their solution provider using their evaluation criteria.</p> | |



DEVELOPING YOUR CONTENT MARKETING STRATEGY

NOTES

THE CONTENT SOLAR SYSTEM™



CONTENT SOLAR SYSTEM™

STAR



MAGNETIC FIELD



PLANET



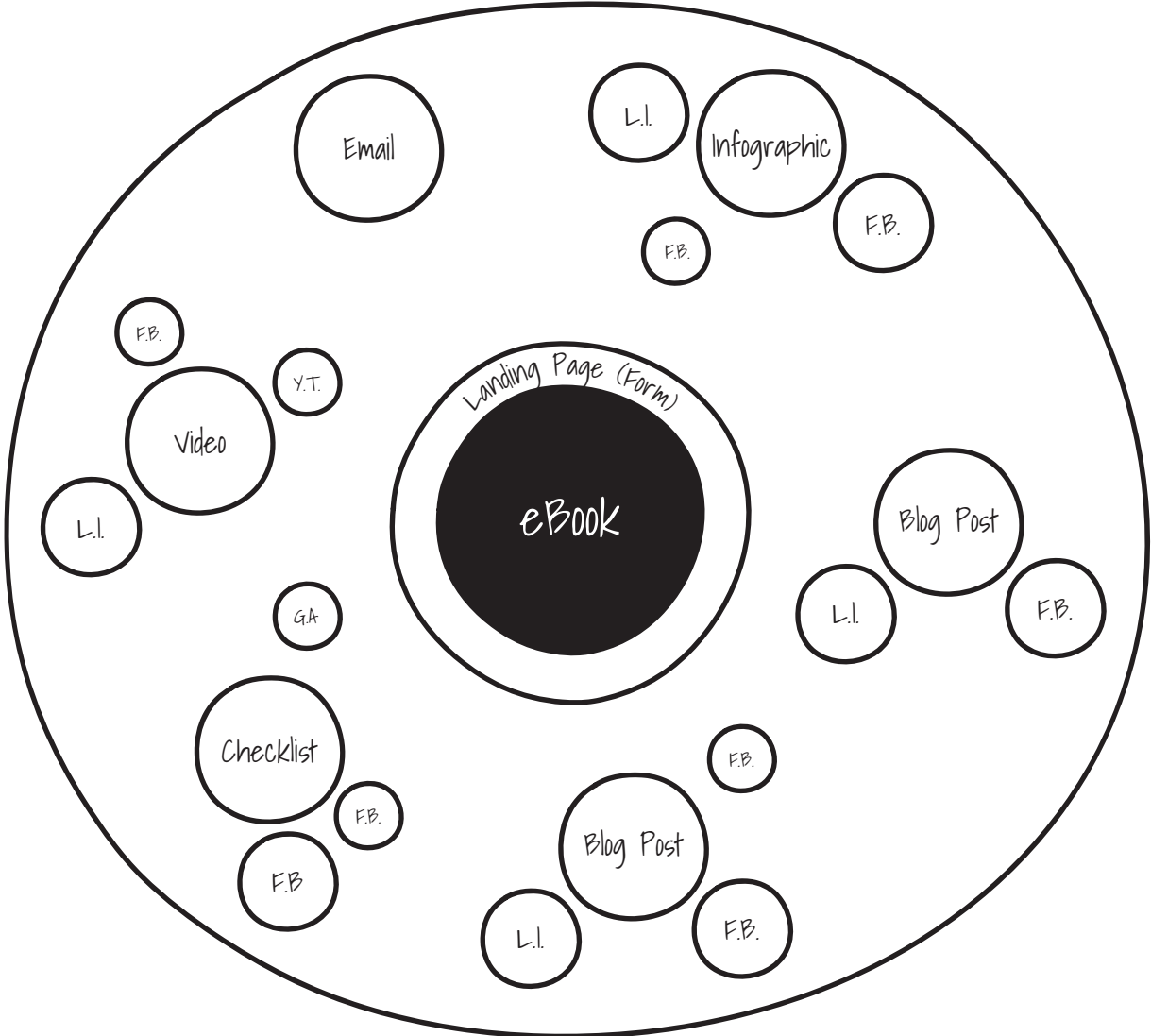
MOON



METEOR



CONTENT SOLAR SYSTEM™



THE NEXT YEAR & THE NEXT QUARTER

12 MONTHS BUSINESS GOALS

90 DAYS MARKETING PROJECTS



MARKETING COMPASS ACCELERATOR



Be More That
↳

ACTION ITEMS

What

When

NOTES
