

Strategic Marketing BluePrint (SMB)



You would never consider building a million dollar home without a set of blueprints...then why would you try to build a million dollar business without one?

Bobby Richardson is a marketing & branding expert with BroadMoar. Bobby started his 18-year career with Apple Computer as a Channel Marketing Executive and was recruited to IBM Global Services where he managed an e-commerce consulting group.

In his over 30 years, Bobby's worked with many iconic companies. These unique experiences earned him the knowledge and the invaluable skills, and taught him what works best and what common mistakes to avoid.

During his time at Apple Computer, Inc., Bobby worked with retail stores, VARs, and ISVs on their business and marketing plans, which included their sales and service models. Over the years, building business/marketing plans, the process continued to evolve into what we now call the "**Strategic Marketing BluePrint.**"

The SMB process, which has now become a dramatically more robust process due to the changing environment and the advent of online services and platforms.

When you hire Bobby and his team to create a Strategic Marketing BluePrint for your business, they will spend 2 to 3 days with you to layout the ground-work for your SMB. But, it does not stop there. During our time together we create a plan to meet monthly over the next few months to complete the process.

To get started with a "Strategic Marketing BluePrint" process for your business, the first step we ask you to complete is a multi-page questionnaire. Once your questionnaire is complete, Bobby and one of our senior advisors will come to your place of business to work together to layout your strategic blueprint with you and your team members.

Talk to a BroadMoar Career Advisor for details.

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www.broadmoarconsulting.com

contact@broadmoarconsulting.com