



Strategic Marketing BluePrint Workshop

- Messaging that Connects
- Branding that Creates Excitement
- Foundation that Makes You Visible
- Marketing that is Focused

"We had never done a planning session like this and it was a real eye-opening experience.... BroadMoar, they looked at our overall strategy so we could start fresh with a complete marketing strategy." A. Walker

2-Day Strategic Marketing BluePrint Workshop

If you Fail to Plan, then you Plan to Fail! This has never been so true in operating a business. You must invest in your employees and company to have a successful future.

The Strategy Marketing Blueprint is just that. In this two-day session we start the process of what you need to create an overall marketing blueprint for your business. If you are building a home, the first thing you would do is to create a set of construction blueprints for the builder to follow and it must include all the components required to effectively create the foundation, floor plans, exterior elevation plans, electrical and plumbing, right?

During this workshop, we analyze your current business circumstance which we call the 'starting point' and build from there. Every business needs a business and financial plan, and more importantly a comprehensive marketing plan.

During these two days, we focus on the Marketing Plan in this workshop, provide you our business and financial plan templates, and offer a four-hour webinar on business planning.

The Strategic Marketing BluePrint is one of the most crucial documents we deliver to improve the success of your business. Your advisor will show the process we follow during this workshop.

We examine the What, Who, When, and How:

- Marketing Story and Messaging
- Delegation Plan
- Foundation Plan for online and offline marketing
- Budget Plan Outline
- Outline of an Operation Plan, if needed
- KPI's, with proposed maintenance plan to manage the process.



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