KEITHBATES B2B MARKETING CREATIVE STRATEGIST

FREELANCE CMO / THEME-IMAGE DEVELOPER / CONTENT WRITEI

Theme/Image Assessment Elements

This page offers an outline of both the planning and executing phases of the Marketing Plans I have been delivering to my ad agency clients for over 20 years. Typical cost: $5,000/$25,000 depending on the size of the company and market and includes a detailed plan plus design of a website home page.

As an introductory offer I'm delivering a FREE assessment of your website vs. competitors plus a website design example detailed by the application of the two copy blocks below in red.

Planning Stages are created and delivered by Keith Bates

MARKETING AUDIT

- **Appraisal of *your* situation: product, market, competitors messaging components**
- Primary market research
- Secondary market research
- Marketing audits, both internal and external
- Influencer relations and location of network hubs
- The customer development model / business hypotheses
- Primary and secondary drivers of Social media insights

MARKETING STRATEGY

- Determine whether company is in Startup or Growth Mode
- Market Development Check List (as appropriate)
- Target Customer
- Marketing Objectives
- QuickChek analysis of *your* Communications Objectives, Strategies, and Tactics currently used
- The Strategy Canvas
- Value Proposition Design
- Value Innovation
- Blue Ocean exploration

CREATIVE STRATEGY

- Understanding of the full Creative Process
- Why We Preach Integrated Marketing
- The Challenge For Creativity
- Why Outsource To A Creative Strategist
- Creative Elements Within The Program
- Branding Issues
- Positioning Issues
- **Exploring a few Theme/Image Concepts for *your* marketing communications**

Execution Stages come from Keith Bates' partners

Upon completion of the Planning stages above the Execution stage begins by sharing the data with a digital marketing firm or the client's in-house marketing staff for Keith to coach at additional cost.

BUILD AN ARSENAL

Resources include online technologies, offline collateral and content, marketing database, social media, CRM/Sales Force Automation, web analytics, SEO, SEM.

DEPLOY MEDIA

Word of mouth marketing, traditional PR, influentials, viral marketing/seeding, accelerated contagion, social media, channel support, event and experiential marketing .

MEASURE RESULTS

Measurement metrics and ROI tracking, cloud potential management tools, marketing impact of word of mouth, social media listening, social media analytics.

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