



# Personalized Marketing GrowthPlan

Your roadmap to data-driven success



## What is a GrowthPlan?

The GrowthPlan is a full digital strategy document that helps guide all of your digital marketing decisions for the foreseeable future. It will be a roadmap to reaching your identified **SMART goals** through strategic digital and inbound marketing tactics.

## What can I expect to find in a GrowthPlan?

Over the course of 8-10 weeks, our team of inbound marketing experts will create your personalized GrowthPlan. It is custom developed for each client and typically includes:

- A complete evaluation of current and past marketing initiatives
- Competitive analysis (from a marketing perspective)
- Goal development
- Persona development
- A content plan
- And an execution plan.



## A closer look into GrowthPlans by section:



### Marketing Overview:

This section of the GrowthPlan digs deep into the inbound marketing initiatives your team has executed over a 6-month period. We will use your customer relationship management (CRM) system to measure the effectiveness and success of the following:

- Website analytics
- Content (like blogs, white papers, and case studies)
- Email
- Calls-to-action
- Paid ads
- Social media
- and SEO



### Competitive Landscape:

We understand that inbound marketing strategies are not one-size-fits-all. But that doesn't mean you shouldn't keep an eye on the competition. Our team will take your GrowthPlan to the next level by evaluating the same marketing initiatives we do for your company for 3 of your top competitors.



### Goals, Plans, and Challenges:

What are your overall company goals? Whether it's increasing brand presence, optimizing your SEO for higher traffic to your website, or hitting revenue goals — this section of the GrowthPlan takes your high-level goals and works backward to create realistic and attainable strategies to achieve them.



### Buyer Personas:

The greatest marketing strategy in the world will prove useless if you don't know who your audience is. Buyer personas are targeted semi-fictional representations of your ideal customers. In our persona development process, we will define three specific personas, each of which will include name, age, title, status, location, salary, education, certifications, direct reports, reports to, goals, frustrations, day-to-day, bio, and even specific content to reach this persona.



### Content Strategy:

Your content strategy helps establish you as a trusted industry leader and promotes brand awareness. It includes detailed plans for implementation in order to compete in your industry, exploit opportunities that your competitors are missing, and grow in important areas. Your content plan may include recommendations in:

- Overall content
- Search engine optimization (SEO)
- Website user experience
- Digital advertising
- Blog content
- Calls-to-action
- Social media

and more depending on your business, industry, and findings from your GrowthPlan.

Ready to build your roadmap?

Let's Get To Work!

[Book a Meeting](#)

