SGP's Marketing Action Plan

A Socratic and iterative strategic process to improve, align and empower business development, marketing and sales.

In order for a company to achieve its goals, it must go through three distinct stages within the Organizational Growth Process: **clarity, focus and impact**—in that order. When your company has clarity about where it wants to go, our strategic **Marketing Action Plan (MAP)** will bring into focus the specific marketing strategies and initiatives necessary to get you there.

Because the best action plan is wasted without implementation, MAPs define and detail the changes required to execute the actions steps—from what your team needs to do, to *whom* they need to be. The MAP helps everyone involved stay focused on **their very specific tasks and roles in achieving consistent impact** to support the company's growth objectives.

Moreover, the MAP helps principals, directors and staff—as well as consultants, partners and vendors—to understand the organization's goals, opportunities and challenges—and the **plan for overcoming those challenges.**

Clients use their MAPs to:

- Transform their companies into proactive sales and marketing-driven organizations

- Navigate through critical transitions, including new product or service launches

- Develop new branding and market approaches

- Get focus on specific initiatives to take the company to the next level

The Organizational Growth Process

What's the Process?

While each MAP is developed based on our client's specific needs, it's likely that some or all of the following will apply in your situation.

- **Goal Setting** – A process of analyzing and declaring your ideal outcomes, defining what success will look like and how to know when you've achieved it

- **Market Identification** – A process of drilling down into your market, identifying target recommenders, champions and decision makers

- **Value Proposition** – A process that crafts a strong and clear brand message that articulates who you are, what you do, who you do it for, the benefits to your audience, and what differentiates your company

- **Message Matrix** – Positions your corporate value proposition to all segments of your audience

- **Competitive Message Analysis** – Determines how your competitors position themselves, informing how to differentiate your company

- **360° Marketing Audit** – Assesses how brand and marketing messaging works within your company and how it relates to sales, marketing, operations, finance and client retention

- **Sales Cycle Analysis** – Examines your sales cycle's current lead-to-client ratio and identifies the best marketing mix for each step within it

- **Event-Driven Implementation Calendar** – Ties the various initiatives to budgets, milestones, roles, responsibilities and timelines.

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What Should You Expect?

The MAP is a 5- to 9-week process, depending on your organization's communication paradigm. We will work on site (conducting interviews and facilitating our processes) and off site (research and analysis) to develop your plan. The process is collaborative and iterative.

You can **expect breakthrough thinking and an innovative, well-designed plan,** with action steps tied to defined resources — all leading to the growth you want. You can also expect that at your prerogative, SGP will support you through the implementation phase.

SGP was able to develop a Marketing Action Plan that fit our business plan in a very seamless way. Smith's MAP was exactly what I needed...a plan that clearly identified where to go and how we wanted to get there.

Patrick A. Labriola
President
Transportation Safety Exchange

Voice of the Customer: Testimonials

"On the marketing and sales fronts, we were stuck. We are a successful 20-year-old firm that got here through word-of-mouth. Now we want to go to the next level, but we had no marketing or sales function to speak of. We'd been trying on our own to articulate what's special about Mind Over Machines, trying to figure out how to go to market, and getting all balled up in the process. Smith Growth Partners applied their proven process and brought coaching, facilitation, tools, copywriting skills and a passion for delivering value – and they "unstuck" us! Today we're clear, focused and executing with confidence on multiple marketing and sales fronts."

Tom Loveland
Chief Executive Officer, Mind Over Machines

"We engaged Smith Growth Partners to help us unlock our potential as a business development organization, and they did—in a way that surpassed what many of us thought possible. Smith Growth Partners has become our trusted advisor. Their work positions us to achieve—and continue achieving—our ambitious goals."

Chuck Faughnan III
Chief Operating and Financial Officer
Bridges Consulting, Inc.

"My sense was that Smith was a fit right away, and my sense was right. Smith hit all the vital points that I needed— instead of an advertising agency, SGP is an organized and disciplined business advisory firm. The MAP process created continuity across the organization, and helped us come together in the creation of a new organization. Because they are business consultants who understand marcom, SGP was able to develop a marketing action plan that fit our business plan in a very seamless way. Smith's MAP was exactly what I needed—a plan that clearly identified where to go and how we wanted to get there. At its heart, the MAP provided us an excellent, compelling message, with selling points broken down by market segment, which was unique in my experience with consultants."

Patrick A. Labriola
President, Transportation Safety Exchange

Contact Us

Are you seeing the results you want? SGP clients are. To get clear on the positive impact we create with our clients, visit us online at **www.smithgrowthpartners.com** and read our case studies.

If your company could benefit from Smith Growth Partners' ability to powerfully plan, implement and manage growth strategies, contact a SGP Partner today.

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