



Our Focus is on Growing Companies™

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.



The Organizational Growth Process

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
- Achieve previously unobtainable growth targets



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.

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.

What's the Investment?

A typical **Marketing Action Plan** engagement ranges between \$30,000 and \$50,000, depending on the complexity of the situation, and we will make that determination prior to the development of the Statement of Work.

Contact Us

Are you seeing the results you want? SGP clients are. To get clear on the positive impact we create with our clients, click to read our [case studies](#).

**To discuss your company's future – and what stands between you and it
please contact a Smith Growth Partner.**

