



JUMP START Your GROWTH

A straightforward, no-nonsense marketing program which focuses on building the foundation for an effective digital presence – driving your business growth.

IT'S EASY TO GET STARTED!

We begin with an assessment of your website and LinkedIn presence, then provide you with a customized Assessment, Recommendations and Implementation Report. Our approach and implementation provides the foundation to your online presence.

This program includes updates to your **Website, LinkedIn Social Media, SEO** and **Sales Materials**. The flexibility of this strategy enables us to collaborate and map out a unique, individual strategy based on your specific needs. No marketing-speak. No cookie cutter solutions.

The Jump Start Program focuses on building a strong foundation for an effective digital presence. Where this program really makes a difference, based upon feedback from clients, is our commitment to specifically and methodically address the issues identified in the assessment, provide concrete, doable recommendations, AND implement the changes as needed.

Customized Assessment Report

Your Assessment, Recommendations and Implementation Report is presented via ZOOM or TEAMS. We answer all questions and concerns as we review the recommended next steps, including timeframes and expected costs. There is no obligation for you to move forward with the implementation, yet most clients find the project scope and budget are a great fit for their growth plans.



ALL INCLUSIVE PROGRAM DETAILS



WEBSITE

Is your website generating leads? We analyze the Content, Appearance and Navigation of the three most important pages on your site, and implement updates which promote engagement – and leads. **We'll review:**

- Home
- About
- Capabilities

DELIVERABLES:

- Initial Assessment Report
- Website improvement recommendations
- Implementation for content and navigation updates



SEARCH ENGINE OPTIMIZATION [SEO]

Are you struggling to be found on Google? We review the often-overlooked components of your site which may be hurting your search results and provide SEO-impactful implementation. **We'll audit:**

- Title Text and Alt Text for Key Pages
- Meta Descriptions and Page Titles for Key Pages

DELIVERABLES:

- Initial Assessment Report
- SEO improvement recommendations
- Implementation for Title Text, Alt Text, Meta Descriptions and Page Title updates



LINKEDIN SOCIAL MEDIA

Do you know 80% of B2B business occurs between LinkedIn Connections? Be sure your company has a professional presence on the fastest-growing social media platform, LinkedIn. Our approach and implementation provides the foundation for your social media presence success. **We'll review:**

- Company Profile Page
- Capabilities identified
- Post Frequency and relevance

DELIVERABLES:

- Initial Assessment Report
- LinkedIn improvement recommendations
- Company Profile update implementation
- 8-12 post Content Calendar



SALES

Does your sales team have the supporting materials to clearly articulate your core competencies? Keeping sales materials up-to-date with accurate information and consistent branding is often a "we'll get around to it later" project. Our design expertise, and attention to your company competencies, delivers sales materials which provide compelling content on your product and services. **We'll review:**

- Company Brochure
- Sales PowerPoint
- Sell Sheets

DELIVERABLES:

- Company brochure
- Sell sheets
- Capabilities PowerPoint
- 15 minute sales pitch