

Executive Summary & Tactical Marketing Plan





Company Background

The company was founded in 1985 as a joint venture between two major engineering firms. It has since grown into a leading provider of integrated engineering and construction services. The company's core business is providing design, engineering, and construction services for a wide range of projects, including infrastructure, industrial, and commercial buildings. The company has a strong track record of delivering high-quality projects on time and within budget.

In 2010, the company was acquired by a private equity firm, which has since invested heavily in the company's growth and expansion. The company has since diversified its portfolio to include a range of new services, including project management, construction management, and asset management. The company has also expanded its geographic footprint, with a strong presence in North America, Europe, and Asia.

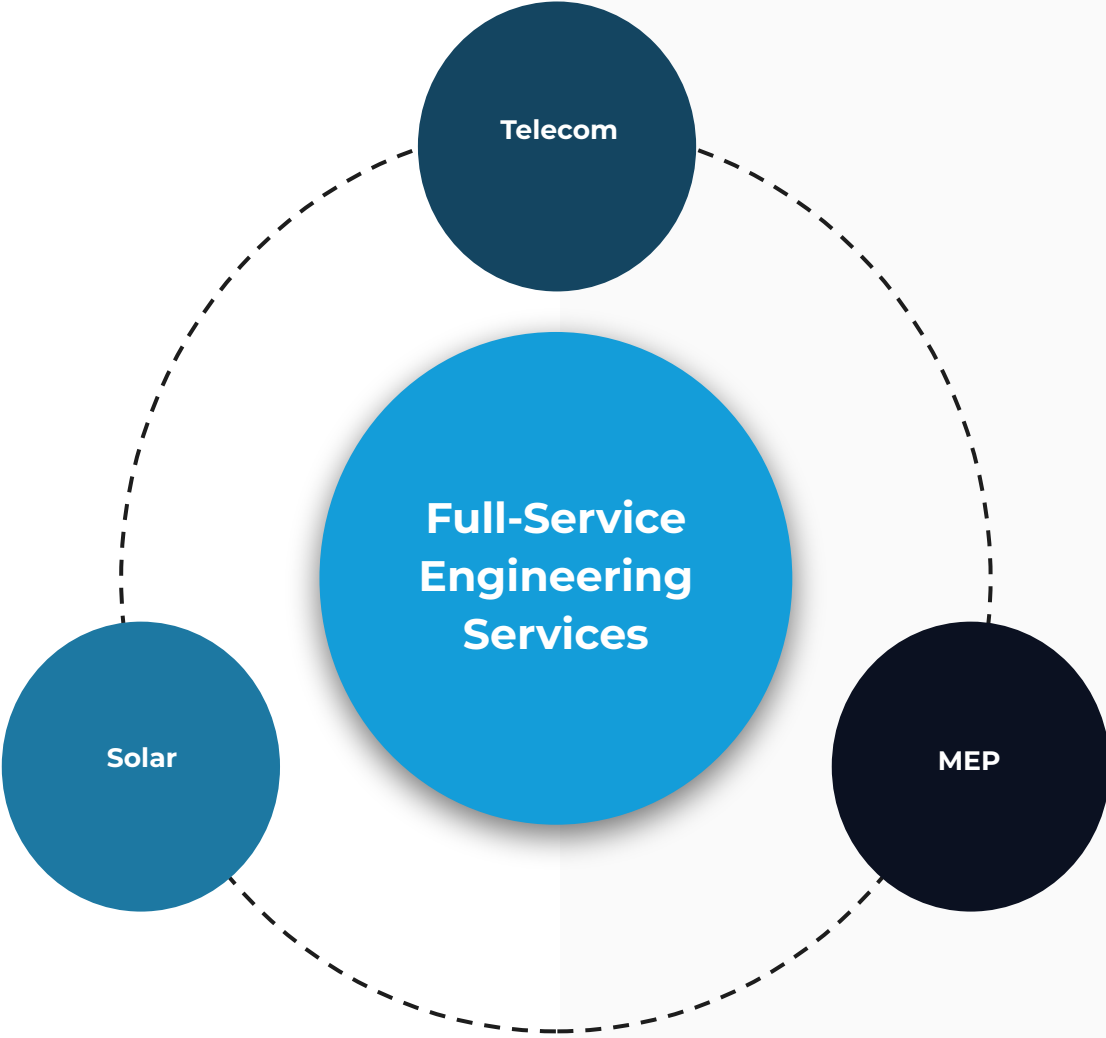
The company's success is driven by its commitment to innovation, quality, and customer service. The company has a strong focus on research and development, and has invested heavily in new technologies and processes. The company also has a strong focus on talent development, and has a high level of employee engagement and retention. The company's strong financial performance and growth have made it a leading player in the industry, and a highly valued company by its investors and customers.

Problem Solvers At Heart

Blurred text block 1

Blurred text block 2

Blurred text block 3



Top Competitors

Knowing who your competitors are, and what they are offering can help to make products, services, and marketing stand out. This knowledge can be used to create marketing strategies that take advantage of your competitors' weaknesses, and improve business performance

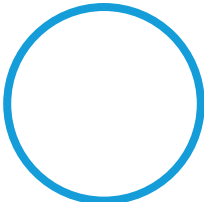
Click the logo to visit the website



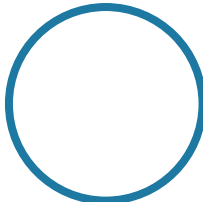
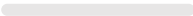
Current Marketing

Marketing is the process of using a variety of methods to implement their marketing strategy. The current marketing strategies used by companies and individuals include social media, content marketing, search engine optimization, and email marketing. These strategies are used to reach their target audience and increase their sales. The current marketing strategies used by companies and individuals include social media, content marketing, search engine optimization, and email marketing. These strategies are used to reach their target audience and increase their sales.

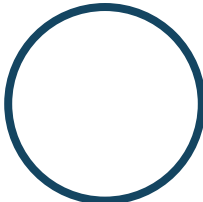
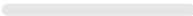
Current Marketing Tactics



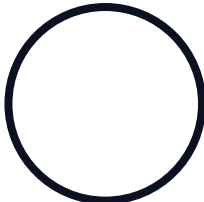
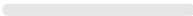
Email Marketing
(Mailchimp)



Social Media
(Instagram, LinkedIn, & Facebook)



Google Search Ads



Blogs

1, 3, 5 Year Business Goals

1. Increase revenue by 20% annually for the next 5 years.
2. Expand market share by 15% annually for the next 5 years.
3. Improve customer satisfaction scores by 10% annually for the next 5 years.
4. Reduce operating costs by 5% annually for the next 5 years.
5. Increase employee productivity by 10% annually for the next 5 years.
6. Launch 3 new products or services within the next 5 years.
7. Establish a strong brand identity and reputation within the next 5 years.

1 Year	3 Year	5 Year
1. Increase revenue by 20% annually for the next 5 years.	1. Increase revenue by 20% annually for the next 5 years.	1. Increase revenue by 20% annually for the next 5 years.
2. Expand market share by 15% annually for the next 5 years.	2. Expand market share by 15% annually for the next 5 years.	2. Expand market share by 15% annually for the next 5 years.
3. Improve customer satisfaction scores by 10% annually for the next 5 years.	3. Improve customer satisfaction scores by 10% annually for the next 5 years.	3. Improve customer satisfaction scores by 10% annually for the next 5 years.
4. Reduce operating costs by 5% annually for the next 5 years.	4. Reduce operating costs by 5% annually for the next 5 years.	4. Reduce operating costs by 5% annually for the next 5 years.
5. Increase employee productivity by 10% annually for the next 5 years.	5. Increase employee productivity by 10% annually for the next 5 years.	5. Increase employee productivity by 10% annually for the next 5 years.
6. Launch 3 new products or services within the next 5 years.	6. Launch 3 new products or services within the next 5 years.	6. Launch 3 new products or services within the next 5 years.
7. Establish a strong brand identity and reputation within the next 5 years.	7. Establish a strong brand identity and reputation within the next 5 years.	7. Establish a strong brand identity and reputation within the next 5 years.



SWOT Analysis

STRENGTHS. WEAKNESSES. OPPORTUNITIES. THREATS

Through our strategy sessions, we have identified internal strengths and weaknesses as well as external opportunities and threats that will help develop a short and long-term strategic plan.

SWOT Analysis

Strengths are the attributes within an organization that are considered to be necessary for the ultimate success of a project. Strengths are resources and capabilities that can be used for competitive advantage.



SWOT Analysis

Weaknesses include factors such as external and internal roadblocks. Weaknesses can derail a growth and change before it even begins



1. Strengths: Internal factors that give an organization a competitive advantage.

2. Weaknesses: Internal factors that put an organization at a disadvantage.

3. Opportunities: External factors that an organization can exploit to its advantage.

4. Threats: External factors that could harm an organization's performance.

5. Strengths: Internal factors that give an organization a competitive advantage.

6. Weaknesses: Internal factors that put an organization at a disadvantage.

7. Opportunities: External factors that an organization can exploit to its advantage.

8. Threats: External factors that could harm an organization's performance.

9. Strengths: Internal factors that give an organization a competitive advantage.

10. Weaknesses: Internal factors that put an organization at a disadvantage.

11. Opportunities: External factors that an organization can exploit to its advantage.

12. Threats: External factors that could harm an organization's performance.

13. Strengths: Internal factors that give an organization a competitive advantage.

14. Weaknesses: Internal factors that put an organization at a disadvantage.

15. Opportunities: External factors that an organization can exploit to its advantage.

16. Threats: External factors that could harm an organization's performance.

17. Strengths: Internal factors that give an organization a competitive advantage.

18. Weaknesses: Internal factors that put an organization at a disadvantage.

19. Opportunities: External factors that an organization can exploit to its advantage.

20. Threats: External factors that could harm an organization's performance.

SWOT Analysis

Opportunities refer to favorable external factors that could give an organization a competitive advantage. For example, if there is room for company growth, service offering, etc.



[Blurred content, likely a list or table of contents, illegible due to low resolution.]

SWOT Analysis

Threats are any circumstance that may prohibit growth or achievement. The potential actions of a competitor are the most common type of threat in a business context.



- 1. Internal Strengths
- 2. Internal Weaknesses
- 3. External Opportunities
- 4. External Threats
- 5. Strengths
- 6. Weaknesses
- 7. Opportunities
- 8. Threats
- 9. Strengths
- 10. Weaknesses
- 11. Opportunities
- 12. Threats

Market Trends

The comparison of industry data over a set time period helps determine any consistent trends or results that could be used to map business strategy, aligning it with the general direction of the industry. Market trends tend to be heavily influenced by consumer habits and behavior, and offer insight into future business goals. We have identified the following market trends.

Market

The market is characterized by a strong focus on digital transformation and data-driven decision-making. This trend is driven by the increasing adoption of cloud computing, artificial intelligence, and big data analytics. Companies are investing heavily in these technologies to improve operational efficiency and gain a competitive edge.

Consumer Behavior

- 1. Digital-first consumers: Consumers are increasingly using mobile devices and digital channels for shopping and entertainment. This has led to the rise of e-commerce and digital marketing strategies.
- 2. Personalization: Consumers expect personalized experiences and products. Companies are using data to tailor their offerings and marketing messages to individual users.
- 3. Sustainability: Consumers are becoming more conscious of environmental and social issues. They are favoring brands that demonstrate a commitment to sustainability and ethical practices.

Workforce

- 1. Remote work: The COVID-19 pandemic has accelerated the adoption of remote work. Companies are now offering flexible work arrangements to attract and retain top talent.
- 2. Skills gap: There is a significant gap between the skills of the current workforce and the skills required for many high-growth industries. Companies are investing in training and development programs to bridge this gap.
- 3. Diversity and inclusion: Companies are recognizing the importance of diversity and inclusion in driving innovation and growth. They are implementing policies and practices to create a more inclusive and equitable workplace.

Technology

- 1. Cloud computing: Cloud computing continues to be a key driver of digital transformation. It offers scalability, flexibility, and cost savings, making it an attractive option for businesses of all sizes.
- 2. Artificial intelligence: AI is being used in a wide range of applications, from customer service chatbots to predictive analytics. It is helping companies automate tasks and make data-driven decisions.

Regulation

- 1. Data privacy: With the increasing use of data, there is growing concern about data privacy and security. Companies are implementing robust data protection measures to comply with regulations like GDPR.

These market trends are shaping the business landscape and influencing strategic decisions. Companies need to stay informed and adapt to these changes to remain competitive in the market.

Conclusion

Market Trends

The comparison of industry data over a set time period helps determine any consistent trends or results that could be used to map business strategy, aligning it with the general direction of the industry. Market trends tend to be heavily influenced by consumer habits and behavior, and offer insight into future business goals. We have identified the following market trends.

- 1. [Blurred text]
- 2. [Blurred text]
- 3. [Blurred text]
- 4. [Blurred text]
- 5. [Blurred text]
- 6. [Blurred text]
- 7. [Blurred text]
- 8. [Blurred text]
- 9. [Blurred text]
- 10. [Blurred text]
- 11. [Blurred text]
- 12. [Blurred text]
- 13. [Blurred text]
- 14. [Blurred text]
- 15. [Blurred text]
- 16. [Blurred text]
- 17. [Blurred text]
- 18. [Blurred text]
- 19. [Blurred text]
- 20. [Blurred text]

Market Trends

The comparison of industry data over a set time period helps determine any consistent trends or results that could be used to map business strategy, aligning it with the general direction of the industry. Market trends tend to be heavily influenced by consumer habits and behavior, and offer insight into future business goals. We have identified the following market trends.

Market Trends

1. The market is moving towards digital transformation.
2. There is a growing emphasis on sustainability and ethical sourcing.
3. The market is becoming more fragmented, with smaller players gaining a share.
4. There is a strong focus on customer experience and personalization.
5. The market is seeing a shift towards mobile and on-demand services.
6. There is a growing emphasis on data-driven decision making and analytics.
7. The market is becoming more global, with companies expanding into new markets.
8. There is a strong focus on innovation and R&D.
9. The market is seeing a shift towards subscription and recurring revenue models.
10. There is a growing emphasis on social media and digital marketing.
11. The market is becoming more competitive, with increased price pressure.
12. There is a strong focus on talent acquisition and retention.
13. The market is seeing a shift towards automation and artificial intelligence.
14. There is a growing emphasis on cybersecurity and data protection.
15. The market is becoming more regulated, with increased government oversight.

**“Engineers that design for
your bottom line.”**



“Engineering Solutions For Real World Problems.”



“Engineer | Consult | Construct”





Brand Positioning

The brand positioning strategy is a key element of the marketing mix. It defines the unique value proposition of a brand and how it differentiates itself from its competitors. This involves identifying the target market, the benefits the brand offers, and the competitive landscape. A clear brand positioning strategy helps a company to communicate its value proposition effectively and to build a strong brand identity.

Which of the following statements are correct regarding brand positioning?

- Brand positioning is a process of identifying the unique value proposition of a brand.
- Brand positioning is a process of identifying the target market of a brand.
- Brand positioning is a process of identifying the competitive landscape of a brand.
- Brand positioning is a process of identifying the benefits of a brand.
- Brand positioning is a process of identifying the brand identity of a brand.
- Brand positioning is a process of identifying the brand personality of a brand.
- Brand positioning is a process of identifying the brand voice of a brand.
- Brand positioning is a process of identifying the brand image of a brand.
- Brand positioning is a process of identifying the brand reputation of a brand.
- Brand positioning is a process of identifying the brand loyalty of a brand.
- Brand positioning is a process of identifying the brand equity of a brand.

Top 5 Strengths

There are factors which distinguish an organization from its competitors and give it an edge in the market for future growth trajectory. When creating your messaging, it's important to narrow these points down to the most important one in order to highlight, reinforce, and maintain consistency while not confusing your audience. Showcase these strengths by weaving them throughout your brand messaging to reach the right audience and form a connection.

1. Strong financial performance
Solid growth with
robust margins
and low debt

2. Innovative product
development
and R&D
capabilities

3. Deep customer
loyalty
and high
retention rates

4. Strong brand
recognition
and marketing
effectiveness

5. Strategic
management
and
operational
efficiency



Buyer Personas

A buyer persona is a detailed description of someone who represents your target audience. This is not a real customer, but a fictional person who embodies the characteristics of your best potential customers. Determining buyer personas helps businesses understand and empathize with their customers so they can do a better job of acquiring and serving them.

A messaging matrix is a simple document that summarizes and systematizes your brand's positioning and buyer persona messaging so your content can better align with your core value proposition and audience.



PERSONA 1

Mike “Director of Engineering” in Solar

Background & Demographics

- Male
- Mid 40s y/o
- Income: \$250k
- Halfway through his career / top of the engineering chain / high level knowledge such as policies, trends, and market segments

Hobbies & Interests

- Democratic
- Frequent flier
- Watches CNN and streams his favorite shows
- Enjoys staying active by hiking, walking his dog,

Possible Current Emotions

- Frustrated
- Worried
- Apprehensive
- Overwhelmed

Challenges / Concerns

- Worried they are putting all their eggs in one basket and want to diversify their vendors
- The main engineer consultant they are working with is not doing a good job
- The engineer consultant they are working with is expensive, makes mistakes and lacks quality work
- Mike wants to be the priority
- Needs someone that has expertise to solve their problems
- Wants someone that gives them peace of mind and doesn't cause headaches
- Doesn't want huge change orders or changes during construction
- Expects a good turnaround time and staying on track



PERSONA 2

Joe “Principal Architect” in MEP

Background & Demographics

- Male
- 50 y/o
- Income: \$250k / one step away from full equity partnership / mainly product management and client management / business opportunity for agribusiness

Hobbies & Interests

- Enjoys sports especially the JETS and ESPN
- Exercises regularly
- Travels to experience different designs in buildings
- Drawing
- Design NJ
- Architectural Digest
- AIA, NHA

Possible Current Emotions

- Dissatisfied
- Discontent
- Disregarded
- Disrespected
- Frustrated
- Open minded (in terms of pricing)

Challenges / Concerns

- Wants the full scope of how KMB Design Group can work with them
- Expects expertise in the same types of projects that Joe works on
- Cannot stand lack of communication whether it be with the engineer or the team beneath the engineer
- Expects that what they designed is what comes to fruition and respected with who they work with. Basically, they want it done their way
- Needs to be price conscious but willing to work within limitations
- Might be willing to pay 5% more bc he likes the engineer team he found



PERSONA 3

Roger “Regional Engineering Manager” in Telecom

Background & Demographics

- Male
- 50-ish y/o
- Income: \$175k / works in the office / responsible for the regional area / doesn't know all the details about producing the site but he knows the buzz words / relies on subject matter experts (construction, engineering, site acquisition)

Hobbies & Interests

- Interested in evolving technologies especially in the telecom space and AI
- Wants to visit Silicon Valley
- Mike Sievert (President/CEO at T-Mobile)
- Hans Vestberg (Chairman/CEO at Verizon)
- Wireless associations (CTIA, FCC, ConnectX, WIA)

Possible Current Emotions

- Dissatisfied with the relationship connection he feels
- Frustrated that he has to be too involved with the project
- Doesn't have a lot of faith that the job will get done in the way he expects
- Adamant about the pricing he needs

Challenges / Concerns

- Looking for a partner that gives off a warm fuzzy feeling to give him the confidence that the job will get done well
- Doesn't care about job and the details to get done just wants it to get done
- He wants to go with someone who has the expertise in this area of work
- Expects that if he needs help with an emergency that the company he works with will be there will be there
- Expects that the company he works with can handle the job without requiring effort on his end
- **His focus is to meet metrics that are put in place for his success**
- **Needs assurance that the building permits are filed in a certain timeframe**
- **Does not want to deal with change orders**
- He only has one budget and he can't afford to have anything go wrong
- Price sensitive
- He has no problem in telling the company he will potentially work with what the pricing needs to be if they come in too high
- Wants to uphold his reputation



PERSONA 4

Jessica “Site Acquisition Manager for a Carrier” in Telecom

Background & Demographics

- Female
- Late 30s y/o
- Income: \$85k Base salary and performance metrics increase her commission / works for the owner / wants to move up in her position

Hobbies & Interests

- Likes to watch the Food Network
- Works out pretty frequently
- Enjoys mindless reality TV shows
- Listens to women empowered personal growth podcasts

Possible Current Emotions

- Dissatisfied with the relationship / connection she feels
- Frustrated that she has to be too involved with the project
- Doesn't have a lot of faith that the job will get done in the way she expects
- Adamant about the pricing she needs

Challenges / Concerns

- Wants to know that the company they work with can handle the workload such as how many sites a week they are doing
- Price sensitive because they need to meet the budget their boss gave them
- Wants to have a straight point of contact
- Focused on the money and wants the cheapest option because she gets a bigger bonus
- Looking for high volume with a quick turnaround time and quality work
- Looking to match or beat project timelines
- Doesn't know how to get the project done logistically but knows she needs something done

Director of Engineering in Solar Messaging

Product messaging communicates a product's inherent value to potential customers or partners. Product messaging, when it's done properly, provides strategic guidance for clients, staff and employee training.

The Director of Engineering in Solar Messaging will be responsible for the overall strategy and execution of the product messaging program.

The Director of Engineering in Solar Messaging will be responsible for the overall strategy and execution of the product messaging program.

The Director of Engineering in Solar Messaging will be responsible for the overall strategy and execution of the product messaging program.

The Director of Engineering in Solar Messaging will be responsible for the overall strategy and execution of the product messaging program.

The Director of Engineering in Solar Messaging will be responsible for the overall strategy and execution of the product messaging program.

The Director of Engineering in Solar Messaging will be responsible for the overall strategy and execution of the product messaging program.

The Director of Engineering in Solar Messaging will be responsible for the overall strategy and execution of the product messaging program.

Principal Architect in MEP Messaging

Product messaging communicates a product's inherent value to potential customers or partners. Product messaging, when it's done properly, provides strategic guidance for clients, staff and employee training.



Regional Engineering Manager in Telecom Messaging

Product messaging communicates a product's inherent value to potential customers or partners. Product messaging, when it's done properly, provides strategic guidance for clients, staff and employee training.

- 1. Develop a clear understanding of the product and its value proposition.
- 2. Identify the target audience and tailor the messaging accordingly.
- 3. Create a consistent and compelling message across all channels.
- 4. Monitor and measure the effectiveness of the messaging.
- 5. Iterate and refine the messaging based on feedback and performance.
- 6. Collaborate with other departments to ensure a cohesive brand experience.
- 7. Stay up-to-date on industry trends and competitor messaging.
- 8. Provide training and support to sales and marketing teams.
- 9. Regularly review and update the messaging to reflect changes in the product or market.
- 10. Maintain a clear and concise communication style.

Site Acquisition Manager for a Carrier in Telecom Messaging

Product messaging communicates a product's inherent value to potential customers or partners. Product messaging, when it's done properly, provides strategic guidance for clients, staff and employee training.

1. How do you ensure that the messaging is clear and concise and is delivered to the right audience?

2. How do you ensure that the messaging is consistent across all channels and touchpoints?

3. How do you ensure that the messaging is relevant and timely for your target audience?

4. How do you ensure that the messaging is measurable and trackable?

5. How do you ensure that the messaging is compliant with all relevant regulations and standards?

5 Pillars of Business Growth

Areas of Focus to Achieve and Maintain Business Growth

Building strong internal processes helps contribute to the overall well-being of the company's future success.

This also means working **on the business** as opposed to within it.

By determining what makes your business remarkable, it allows you to create messaging that helps resonate with your clients and prospects on an emotional level, creating more impactful and long-lasting relationships.

Finding lucrative placements of where your target audiences are allows you to effectively position your sales team, strategically utilizing the content you create to reach those you are looking to attract.

Showing what the relationship will look like after doing business with you and using social proof to support it before you provide services to your client puts them at ease. Being able to have questions/concerns addressed before they ask helps to establish a better, higher conversion rate and higher referral rate.

By finding ways to enhance your existing company culture, it helps to maintain and grow your current team while simultaneously attracting new, higher caliber talent. Leveraging marketing tactics to communicate your mission, vision, and values allows the team to move forward as one.

Strategic Business Recommendations

Tactics	Description
Consulting	<ul style="list-style-type: none">1. [Blurred text]
Operational Documentation	<ul style="list-style-type: none">1. [Blurred text]2. [Blurred text]3. [Blurred text]
Processes & Procedures	<ul style="list-style-type: none">1. [Blurred text]2. [Blurred text]3. [Blurred text]

Strategic Business Recommendations

Tactics	Description
Website	<ul style="list-style-type: none">1. Review reporting on the website to ensure reporting that aligns with your reporting needs and objectives.2. Review website user needs and website content needs to be managed to address website user needs.3. Review user needs and website content needs to be managed to address website user needs.4. Review user needs and website content needs to be managed to address website user needs.
Case Studies	<ul style="list-style-type: none">1. Review user needs and website content needs to be managed to address website user needs.

Strategic Business Recommendations

Tactics	Description
Marketing Collateral	<ul style="list-style-type: none">1. Develop a comprehensive marketing collateral kit, including brochures, flyers, and business cards, that clearly communicate the value proposition and unique selling points of the business.2. Create a professional website that serves as a central hub for all marketing efforts, featuring clear navigation, compelling content, and contact information.3. Implement a social media strategy, focusing on platforms where the target audience is most active, to engage with customers, share valuable content, and build brand awareness.4. Utilize email marketing to nurture leads, provide personalized offers, and maintain ongoing communication with existing customers.5. Explore direct mail campaigns, such as targeted mailings to local businesses or community groups, to reach potential customers in a tangible way.
Continued Networking through Trade Organizations	<ul style="list-style-type: none">1. Actively participate in industry conferences, trade shows, and networking events to connect with potential partners, clients, and industry experts.2. Join relevant trade organizations and associations to gain access to exclusive resources, industry insights, and networking opportunities.

Strategic Business Recommendations

Tactics	Description
<p data-bbox="216 428 453 456">Internal Email</p> <p data-bbox="216 485 402 514">Newsletter</p>	<p data-bbox="593 421 2351 599">[Blurred text]</p> <p data-bbox="593 656 2351 878">[Blurred text]</p> <p data-bbox="593 942 2351 1120">[Blurred text]</p>

Strategic Business Recommendations

Tactics	Description
Social Media (LinkedIn)	<p>LinkedIn is a professional network where individuals, companies, and organizations connect to share information, ideas, and resources. It is a powerful tool for building a professional brand, networking, and staying up-to-date on industry trends. The platform offers various features, including profile pages, company pages, and groups, which can be used to engage with your target audience and build a strong online presence. LinkedIn is also a great place to share your expertise and thought leadership, which can help you attract new business opportunities and build a loyal following.</p> <p>The LinkedIn Social Media Strategy includes the following key components:</p> <ul style="list-style-type: none">Profile Optimization: Ensure your profile is complete and up-to-date, highlighting your professional background and achievements.Content Strategy: Develop a consistent content plan that provides value to your audience, such as industry insights, company news, and thought leadership pieces.Engagement: Actively engage with your network by commenting on posts, sharing others' content, and participating in discussions.Networking: Build a strong network of contacts, including industry peers, potential clients, and mentors.Analytics: Monitor your LinkedIn performance using analytics to track engagement, reach, and follower growth. <p>By implementing this LinkedIn strategy, you can effectively build your professional brand, expand your network, and drive business growth. For more information, visit LinkedIn.com.</p>

Strategic Business Recommendations

Tactics	Description
Email Marketing	<p>Implement a targeted email marketing strategy to reach your audience and drive conversions. Focus on personalized content, segmentation, and automation to improve engagement and ROI.</p> <p>Key objectives include:</p> <ul style="list-style-type: none">1. Increase email list size by 20% over the next 6 months.2. Improve email open rates to 30%.3. Drive a 15% increase in email-driven sales.

Strategic Business Recommendations

Tactics	Description
Current Digital Advertising	<p>Current digital advertising includes search engine marketing, display advertising, and social media advertising. The current strategy focuses on brand awareness and lead generation through targeted campaigns. Key metrics include click-through rate (CTR) and conversion rate. The current budget is \$500,000 per quarter.</p>
Digital Display Retargeting Advertising	<p>Digital display retargeting advertising involves showing ads to users who have previously visited the website. This strategy is highly effective for re-engaging potential customers and driving conversions. Key metrics include view-through rate (VTR) and conversion rate. The current budget is \$200,000 per quarter.</p> <p>Recommendations:</p> <ul style="list-style-type: none">1. Implement a retargeting strategy for users who have visited the website but did not convert.2. Use dynamic retargeting to show personalized ads based on user behavior.3. Test different ad creatives and placements to optimize performance.

Strategic Business Recommendations

Tactics	Description
Client Testimonial Videos	<ul style="list-style-type: none">• [Blurred text]
Collateral Creation	<ul style="list-style-type: none">• [Blurred text]• [Blurred text]

Strategic Business Recommendations

Recruiting & Culture Tactics	Description
Consulting	<ul style="list-style-type: none">1. [Faded text]
Internal Processes & Procedures	<ul style="list-style-type: none">2. [Faded text]3. [Faded text]4. [Faded text]5. [Faded text]6. [Faded text]7. [Faded text]
Intranet	<ul style="list-style-type: none">8. [Faded text]

Initial Cost Estimates

Plan	Description
“What’s Your Why?” Discovery Session	<p>100% commitment to a 90-minute, interactive session with a client to explore their business goals and challenges. This session is designed to uncover the client's pain points and identify opportunities for improvement. The session is facilitated by a senior consultant and includes a Q&A period.</p> <p>100% commitment to a 90-minute session.</p>
Video Case Study Series	<p>100% commitment to a 10-minute video case study series. The series is designed to showcase the client's success stories and provide insights into their business operations. The series is produced by a senior consultant and includes a Q&A period.</p> <p>100% commitment to a 10-minute video case study series.</p>
Operational Consulting Services	<p>100% commitment to a 100-hour consulting engagement. The engagement is designed to provide the client with a comprehensive review of their business operations and identify areas for improvement. The engagement includes a Q&A period and a final report.</p> <p>100% commitment to a 100-hour consulting engagement.</p>

Initial Cost Estimates

Plan	Description
Maven Growth Method (LinkedIn)	<p>Implement a growth strategy on LinkedIn to increase brand awareness and generate leads. This includes creating a content calendar, optimizing the profile, and running targeted advertising campaigns.</p> <p>Time Estimate:</p>
Internal Newsletter and External Newsletter	<p>Develop and launch an internal newsletter for employee communication and an external newsletter for customer engagement. This involves content creation, design, and distribution.</p> <p>Time Estimate:</p>

Thank You!

