

**PROCESS.**



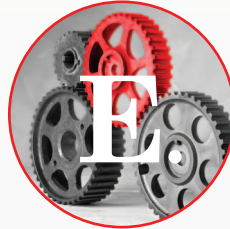
**INPUT.**

Success starts with you, the client. We want your input. We also collect all relevant information from sources and Subject Matter Experts (SME). What has worked? What hasn't worked? What are your toughest challenges? Why are you facing these challenges. What are your business goals?



**DIRECTION.**

Marketing is both an art and a science. Before we can point you in the right direction, we dig in deeper with competitive audits, analysis, (SWOT, PEST, Five Forces, Brand and others), industry research, best practices and then some. Then we develop the marketing direction and strategies that are right for you, your goals and your business.



**EXECUTION.**

The pavement meets the road. If you don't have a plan for implementation, you are not ready for strategic marketing. Execution is more than a creative message. It's about creating the right message, distributing that message to the right audience and driving the desired customer outcomes to achieve your business goals.



**ASSESSMENT.**

Knowledge is power and learning can make the difference between success and failure. So why do so many skip this step? We assess, test, measure, report and yes, sometimes adjust the direction.



**LEARNING.**

After every project, we debrief the client and the team so together we can continue a successful journey.

To deliver client goals and objectives, we follow what we have discovered through trial and error as the **I.D.E.A.L.** systematic framework.