

Marketing Blueprint

MARKETING ACCELERATION ROADMAP

ACCELERATING YOUR PATH TO MORE REVENUE & PROFITS

DISCLAIMER

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Certain statements in this Document state our assessment of what your business can achieve given optimum conditions; they do not reflect the average result achieved by other users of our systems over time. The statements are reliant on the information you have provided to us and are reliant on the accuracy and completeness of that information. They may also be affected by a variety of known and unknown risks, variables and other factors which could cause actual values or results, performance or achievements to differ materially from anticipated results, implied values, performance or achievements stated or inferred in the statements. Such risks include the competitive response of your competitors, the state of the economy, changes in government, semi government and municipal regulation, the ability of your organization to implement our systems and undertake such steps as advised by us and the receptiveness of your customer base to your products and services.

Accordingly, in order to make an informed assessment of this offer and whether it is suitable for your needs you need to carefully consider your personal situation, your ability and willingness to implement our systems and the risks that unknown or unexpected factors can have an adverse impact on these assessments and the performance of your business. You should take professional advice on our offer.

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PURPOSE OF THIS ROADMAP

The purpose of this roadmap is to give an overview of the key areas we will work with you within our engagement to create the maximum amount of revenue and profits in the shortest time possible.

This document will outline the major strategies we will follow, the impact to be made, and the time frame in which they are to be accomplished. They will not necessarily be completed in the same order as they appear in this document.



[YOUR BUSINESS NAME] CURRENT REALITY

1. CUT COSTS

Roadmap

- Review the Immediate Impact Potential
- Dive Deeper into Possible Areas to Cut Costs
- Determine Best Practices
- Determine Our Method of Implementation
- Determine Our Cost Cutting Details
- Establish SOPs for Continuing Success

2. TRUST, EXPERTISE, EDUCATION

Roadmap

- Review the Reasons Why Trust, Expertise, and Education is Foundational
- Dive Deeper into Possible Avenues to Build Expertise
- Determine the Three Greatest Areas of Impact
- Determine Our Test Idea
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

3. STRATEGY

Roadmap

- Review the Reasons Why Improved Strategy is Critical to Success
- Dive Deeper in Possibilities
- Determine the Areas We Could Test the New Ultimate Strategic Objectives
- Determine Our Test Idea
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

4. SCRIPTS

Roadmap

- Review the Power of Scripts
- Dive Deeper into Possible Appropriate Scripts
- Determine the One Immediate Change for Instant Impact
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

5. REFERRAL SYSTEMS

Roadmap

- Review the Power of Multiple Referral Systems
- Dive Deeper into Target Referrals
- Brainstorm the Referral Systems We Could Add
- Determine Our Methods to Approach People for Referrals
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Test Details
- Establish SOPs for Continuing Success

6. INCREASE FREQUENCY OF PURCHASES

Roadmap

- Review the Impact on a Business if We Can Increase the Frequency of Purchase
- Dive Deeper into Possible Solutions
- Determine Best Practices
- Determine the Motivational Key to Success
- Determine Our Test Product or Service
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Offer
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

7. PUBLICITY & PR

Roadmap

- Understand the Key Components of Publicity and Public Relations
- Dive Deeper into Possible Areas of Free or Targeted Publicity
- Determine the One Attractive Hook for the Media
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Test Details
- Establish SOPs for Continuing Success

8. POLICIES & PROCEDURES

Roadmap

- Review the Reasons Why Policies & Procedures are Critical to Ongoing Profitability
- Dive Deeper into Critical Areas Where the Need is Immediate
- Determine the Three Greatest Areas of Impact
- Determine Our Test Idea
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation

9. COMPELLING OFFER

Roadmap

- Review the Power of a Compelling Offer and Its Impact on Business Growth
- Dive Deeper in Possibilities
- Determine the Areas We Could Test a Compelling Offer
- Determine the Compelling Offer We Could Add for the Biggest Immediate Impact
- Determine the Compelling Offer We Could Add for the Biggest Long - Term Impact
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

10.DIRECT MAIL

Roadmap

- Review the Power of a Direct Mail Campaign to Tell Your Full Story
- Dive Deeper into Profitable Scenarios
- Determine Obstacles and How to Overcome Them
- Determine Best Practices
- Determine the Motivational Key to Success
- Determine Our Method of Implementation
- Determine Our Test Details
- Establish SOPs for Continuing Success

11.INCREASE LONGEVITY OF THE BUYING RELATIONSHIP

Roadmap

- Review the Reasons to Increase Longevity of the Buying Relationship
- Dive Deeper into Possibilities for Impact
- Determine Best Practices
- Determine the Motivational Key to Success
- Determine Our Primary Test Idea
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

12.REACTIVATE FORMER CUSTOMERS

Roadmap

- Review the Simplicity and Power of Reactivating Former Customers
- Dive Deeper into Best Practices
- Determine the Possibilities for Immediate and Long - Term Impact
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

13. INITIAL CLOSE RATE

Roadmap

- Review Current Best Practices of Initial Close Rates
- Dive Deeper into Possible Ways to Improve Initial Close Rates
- Determine the One Immediate Change for Instant Impact
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Test Details
- Establish SOPs for Continuing Success

14. FOLLOW-UP CLOSE RATE

Roadmap

- Review Current Best Practices of Follow - up Close Rates
- Dive Deeper into Possible Ways to Improve Follow - up Close Rates
- Determine the One Immediate Change for Instant Impact
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Test Details
- Establish SOPs for Continuing Success

15. MORE APPOINTMENTS

Roadmap

- Review the Importance of Both Getting Appointments and Keeping Appointments
- Dive Deeper in Written and Unwritten Best Practices
- Determine the One Immediate Change for Instant Impact
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Test Details
- Establish SOPs for Continuing Success

16.ADVERTISING

Roadmap

- Review the Benefits of Direct Response Advertising
- Review the Components of a Direct Response Advertisement
- Determine the Motivational Key to Success
- Determine the Best Advertising Medium to Test
- Determine Our Method of Implementation
- Determine Our Test Details
- Establish SOPs for Continuing Success

17.UPSELL & CROSS-SELL

Roadmap

- Review the Power of the Upsell and Cross-sell
- Dive Deeper into Upsell and Cross-sell Possibilities
- Determine the Best Possibility to Test
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

18.DIGITAL MARKETING

Roadmap

- Explain the Reasons for Multiple Initiatives on the Internet
- Determine the Digital Marketing Initiatives We Will Implement
- Determine the Digital Marketing Initiatives We Will Outsource
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine Our Avenue of Outsourcing
- Determine Our Timing
- Determine the Key Performance Indicators(KPIs) and Metrics We Will Track
- Establish SOPs for Continuing Success

19. INCREASE PRICES

Roadmap

- Review the Immediate Benefits of Increasing Prices
- Dive Deeper into Pricing Decisions
- Determine the One Area to Test a Price Increase
- Determine Our Method of Implementation
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

20. DRIP CAMPAIGN

Roadmap

- Review the Reasons Why a Drip Campaign is Critical
- Dive Deeper into Drip Campaign Ideas
- Determine the One Immediate Change for Instant Impact
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine Our Test Details
- Establish SOPs for Continuing Success

21. DOWNSELL

Roadmap

- Review the Power of the Down-sell Strategy
- Dive Deeper into Possible Down-sell Strategies
- Determine the Areas You could Test Down-sell Strategies
- Determine the One Immediate Change for Instant Impact
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

22.BUNDLING

Roadmap

- Review the Importance and Impact of the Bundling Strategy
- Dive Deeper into Possible Bundling Options
- Determine the Areas We Could Test Our New Bundling Options
- Determine Our Primary Test Idea
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine Our Test Details
- Establish SOPs for Continuing Success

23.ALLIANCES & JOINT VENTURES

Roadmap

- Review the Power of Forming Alliances and Joint Ventures
- Dive Deeper into Possible Alliances and Joint Ventures
- Determine the Areas We Could Test the New Alliances and Joint Ventures
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

24.ADDITIONAL PRODUCTS & SERVICES

Roadmap

- Review the Reasons Why It's Important to Sell Additional Products & Services
- Dive Deeper into Possible Additional Products & Services to Offer
- Determine Our Method of Implementation
- Determine Our Reasonable Expected Results
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

25. MARKET DOMINATING POSITION

Roadmap

- Review the Reasons Why MDP is Foundational
- Dive Deeper in Research
- Brainstorm a New, More Powerful MDP
- Determine the Areas We Could Test the New MDP
- Determine Our Test Idea
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine the Solution
- Determine Our Optimum Method of Communication
- Determine Our Test Details
- Establish SOPs for Continuing Success

26. LEADS

Roadmap

- Dive Deeper into Lead Generation Strategies and Tactics
- Brainstorm the a New, More Powerful MDP
- Determine the Lead Generation Tactics We Could Implement and / or Improve
- Determine Our Primary Test Idea
- Determine Our Reasonable Expected Results
- Determine Our Method of Implementation
- Determine Our Test Details

SUMMARY

it has been a pleasure preparing this Marketing Acceleration Roadmap for [Your Company Name Here]. I trust that we will be able to implement this successfully together for the greatest impact in your revenue and profits.