

Marketing Collaboration-on-Call

What Is It?

Marketing Collaboration-on-CallTM is a retainer-based consulting service for marketing-savvy business professionals who have a goal or project* and value a dedicated marketing resource and collaborative relationship to assist in completion. Clients usually have P&L responsibility for a service line or practice area (as company owner, Sales/Marketing executive, or product owner) but either do not have sufficient marketing resources or need to fast-track execution on their priorities and up-level their results or strategic thinking in order to be achieve their goals. Anyone with sole responsibility for the company's marketing efforts (whether at the owner, C-, director, manager, or specialist level) may also use this service to gain much-needed perspective on an issue, campaign, or project; to delegate and outsource tasks when they are overwhelmed; or to infuse their efforts with additional creative thinking.

Here's how specific Marketing Collaboration-on-CallTM client types use their consulting hours:

Marketers & Sales Professionals within a Company	Small Business Owners/Entrepreneurs	Product Owner within a Company
Create new service offerings and the messages used to promote them	Develop appropriate marketing materials and campaigns to achieve their objectives and drive sales	Enhance existing products/services and/or the messages used to promote them
Plan to launch or re-launch products/services both internally (i.e., sales enablement, change management, employee communications) and externally	Define business processes related to sales and marketing for increased efficiency and productivity as well as success rates	Identify and leverage innovation opportunities that may otherwise be overlooked
Tackle any marketing-related needs that are not currently supported by the business	Prepare to measure marketing effectiveness	Gain an "outside-in" perspective and reap the benefits of "diagnostic thinking"

What Can I Gain?

Our clients experience:

- Higher levels of motivation
- Improved results through increased accountability
- Feelings of "connectedness" vs. the typical isolation of entrepreneurship and leadership
- Faster progress on their goals
- Increased confidence and decision-making based on having "an extra brain" and outside perspective

What Are They Saying?

"Working with you is completely awesome!! Great minds think alike! I love that we are on the same page and I am totally motivated to make more money so I can continue to hire you!!"

"Your comments make complete sense. I can't wait to get started working with you on this!"

"Thanks for the great feedback!"

"I have made more progress in this 1 month (working with you) than I have in the past 6."

*If a goal has not been set or a project established and/or initial, foundational marketing efforts have not been undertaken, a custom solution may be required before a Marketing Collaboration-on-Call engagement may take place. An assessment is made following an initial conversation to determine the best path for the client.