

Marketing Essentials Solution™

A Guided Marketing and Technology Solution that Grows Small Business Revenue



Marketing Essentials includes:

A strategic Marketing Essentials Blueprint

Bringing your marketing & technology assets up to the Blueprint spec

Guided Marketing through weekly Coaching with a dedicated Marketing Advisor

- Web Marketing
- On-page and off-page SEO
- Local Marketing
- Blogging and Social Media
- Newsletters Email Blasts
- Strategy and Program Management

Marketing Programs provided by third party experts, managed by Sales Renewal

- Online advertising
- Off-page SEO
- In-Person Networking

Sales-Enabling Technology

- Marketing Dashboard
- ROI-focused Analytics

See details on second page

Marketing Essentials is for businesses that want to improve their sales & marketing scope and effectiveness and want to learn, and become proficient in, the marketing tactics that work best for their business through hands-on experience and weekly guidance from expert partners.

It is a comprehensive, easy-to-adopt solution that first improves your marketing and technology assets and then provides the ongoing, active assistance your business needs to cost effectively grow its leads and sales.

Marketing Essentials Begins with a 6-Month Trial

Month 1:

We collaboratively create your Marketing Essentials Blueprint: a strategic marketing plan that tailors the essential mix of marketing programs to your specific business.

Month 2:

Sales Renewal makes the changes, improvements and additions to your marketing and technology assets called for in your Blueprint.

Months 3, 4, 5 & 6:

Weekly Coaching sessions with a dedicated Marketing Advisor who will teach you best practices and accelerate you through learning curves, and is a knowledgeable sounding board for the unanticipated issues that always arise.

Sales Renewal provides SEO and online advertising services through subcontracted experts that we manage on your behalf. We also coordinate your 2 hours of Networking Coaching and assist you with benchmarking and program management.

Marketing Essentials Options after Six Months

After six months of real-world experience, you will have hands-on experience with the best ways to market your business and so will be able to make an educated, informed decision about your next step:

1. Self-Service:

You take your newfound expertise and marketing in-house, and we part friends.

2. Marketing Essentials:

You continue with the Marketing Essentials Solution as it continues to grow your leads and sales.

3. JointSourcing:

You upgrade to the custom JointSourcing Solution™ that shares risks and rewards.

Marketing Essentials Includes:



Paid Marketing

Search Advertising

- Provided by 3rd party expert managed by Sales Renewal
- No separate setup or monthly fee to the Ad Agency
- Monthly budget:
Minimum: \$200. Recommended: \$500+
- Google, Microsoft, and/or Yahoo



Web Marketing & SEO

Website Design & Content

- Improved content and calls-to-action on key pages

Search engine optimization:

- On-Page: Enhanced keywords & technical factors
- Off-page: Provided by 3rd party expert managed by Sales Renewal

National & Local Listings

- Your business listed on 50+ major, local sites



In-Person Marketing

Work with a networking expert for better elevator pitches and group selection



Strategy, Management & Benchmarking

Strategy

- Initial Blueprint
- Monthly plan updates

Weekly, one-hour training and coaching sessions

Dedicated account manager

Technical Support:

- Automatic backup
- Website monitoring
- Weekly link checking



Content Marketing

Monthly editorial calendar

Weekly Blogging

- Original posts
- Curated Content

Whitepapers, eBooks, Infographics (as needed)



Social Media & PR

Content Distribution

- Share your blog posts
- Create social media updates

Social Media

- The right social networks for your business
- Manage your social networks
- Grow your social networks



eMail Marketing

Newsletters & Digests

Promotional mailings

Lead Nurturing

- Lists built automatically from Contact & Subscription submits
- Auto-responders



Sales-Enabling Technology

SR Marketing Dashboard™

SR EasyAuthoring™

SR ROI Analytics™

Integrated Lead Management

Third Party Technology: Google Analytics, MailChimp, Yext Premium, Scoop.it Business, Dialog Tech

Support: Auto site backup & monitoring, weekly link checking