

Creating YOUR Marketing Brand Plan

Situation: Before you can effectively position and market yourself to your customers - who you are, what you offer, and what differentiates you from others - you must know it clearly yourself.

The On-Purpose Marketing and Branding process integrates what you know about yourself, what others say about you, and how the competition markets themselves in order to develop your own personal and unique brand and marketing plan.

Our focus is to bring marketing strategy and planning expertise so that you can more clearly define your brand, your target profile, and the strategies and tactics that are on-purpose for you and your company.

Product: The process involves four consulting sessions, client interviews, competitive web research, and homework between the sessions.

The final outcome is a comprehensive brand strategy and marketing plan along with creative brief tools to share with your creative agency for development of your marketing tactics.

This development process with a complete summary and marketing plan is \$2,500. 50% to begin the engagement and 50% at the completion.

Process: This process includes:

- Five hourly phone sessions flexible to your schedule. We suggest a consistent time commitment each week to stay focused on the process to achieve your goals.
- Client interviews.
- Competitive web site analysis.
- Consulting and coaching.
- A final brand and marketing plan summary.
- Directional tools to assist creative development.

Pre-Work before we begin:

- Review of all your current Business and Marketing Plans, marketing materials and web site
- Define your Marketing Success one year from now
- Identify 4 clients for interviews
- Identify 4 competitors with web sites

Session One – Setting the Stage – 1 hour:

- Pre-Work discussion
- SWOT
- Current services
- Review Purpose, Vision, Mission, Values process

Homework

- Purpose, Vision, Mission, Values work

Session Two – Defining the Brand – 1 hour:

- Review Homework
- Brand adjectives and Purpose implications
- Competitive site review and differentiation

Homework

- Define On-Purpose and Off-Purpose customer
- Define perceived differentiation from competition

Session Three – Targeting the Customer – 1 hour:

- Review Homework
- Target audience discussion
- Marketing Strategies

Homework

- Elevator Speech
- Marketing Tactic Plan
- Creative Strategy

Session Four – Pulling it all together! – 1 hour:

- Discuss Homework
- Review of Brand and Marketing Plan and Next Steps

Previous Clients have said:

- Mary Tomlinson of On-Purpose Partners helped us identify The On-Purpose Customer for our organization. She quickly understood our organization's purpose, strategy, and values, and demonstrated a genuine commitment to our success. Sometimes it's difficult to see yourself and your customers when you're buried in the daily activity. Mary Tomlinson was able to be a neutral, external observer that worked right along side us to deliver honest and valuable feedback from our customers and peers.
Kevin Mascaro, Executive Director Jesus Project, Campus Crusade
- We highly recommend the On-Purpose Partners approach to any individual or organization that needs to successfully close performance gaps between what is and what can be so they can achieve top performance in spirit and in business.
Michael Waldrop Vice President, McCree Inc.
- Wow! Thank you so much! It was quite an amazing experience to see "Me" from a marketing perspective. I never could have pulled it all together the way you did. I truly value this work and absolutely can't wait to take it to the next phase and get this information to those who will be developing my materials. Again, I could not have done this without you....you captured ME in words! Thank you and I look forward to working with you in the future --You're the BEST!
Camye Mackey, President, Mackey & Associates, LLC
- I can't possibly thank you enough for your patience, kindness and assistance throughout this process. You treated us with the utmost respect, even though we are a small organization and consistently supported our efforts. Thank you for your willingness to further support us and for all you have done to help.
John Kriger, President, Kriger Consulting, Inc.