



WOODROW

EST. 2010

WHO WE ARE

A pretty creative, passionate group of marketers that believe there is a better way.

We've brought together a cadre of dreamers that have built and executed some pretty fantastic work.





PURPOSE OF YOUR MARKETING PLAN

To create focus within the organization that provides direction, actions and accountability. With a shared vision, the whole of the team can engage and collaborate on the company goals.

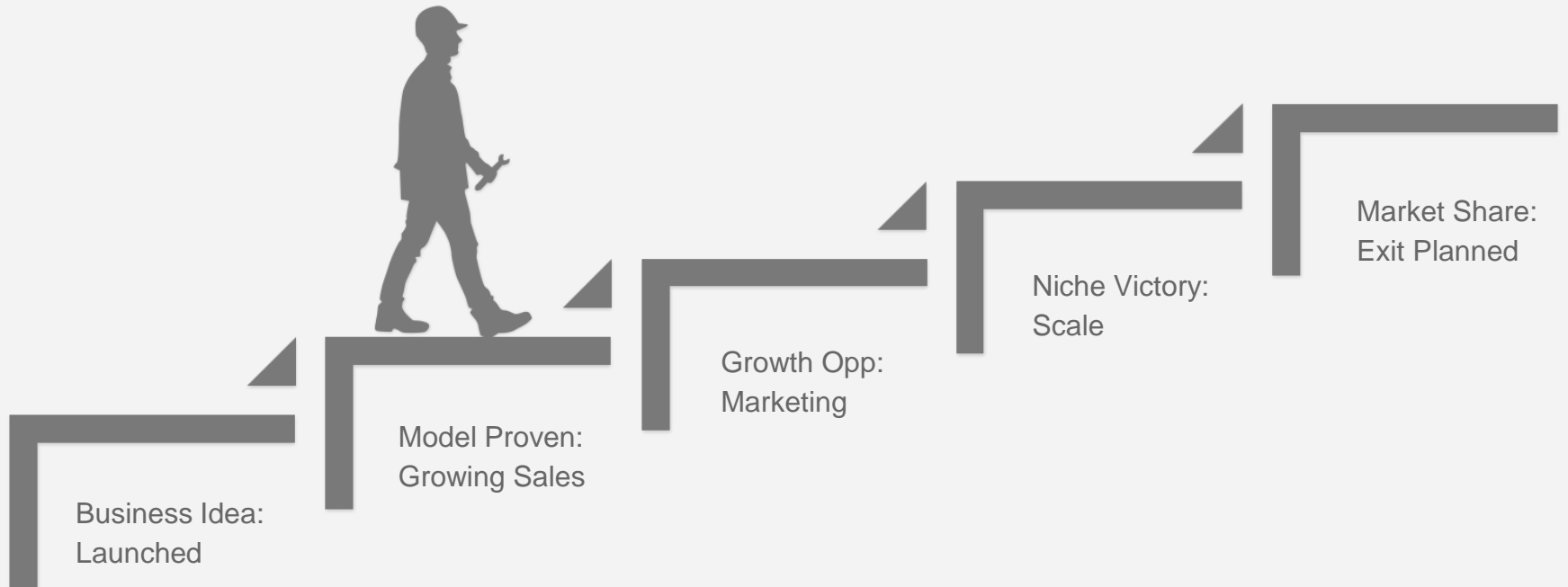
Creative concepts to increase lead generation and decrease cost per acquisition.

A series of daily, weekly, monthly and quarterly actions to accomplish the goal.

A dashboard to keep ROI
and accountability at the
forefront of our decisions.

Identify what works in our mix and amplify our success with specific sustainable actions.

WHERE IS THIS ALL GOING?

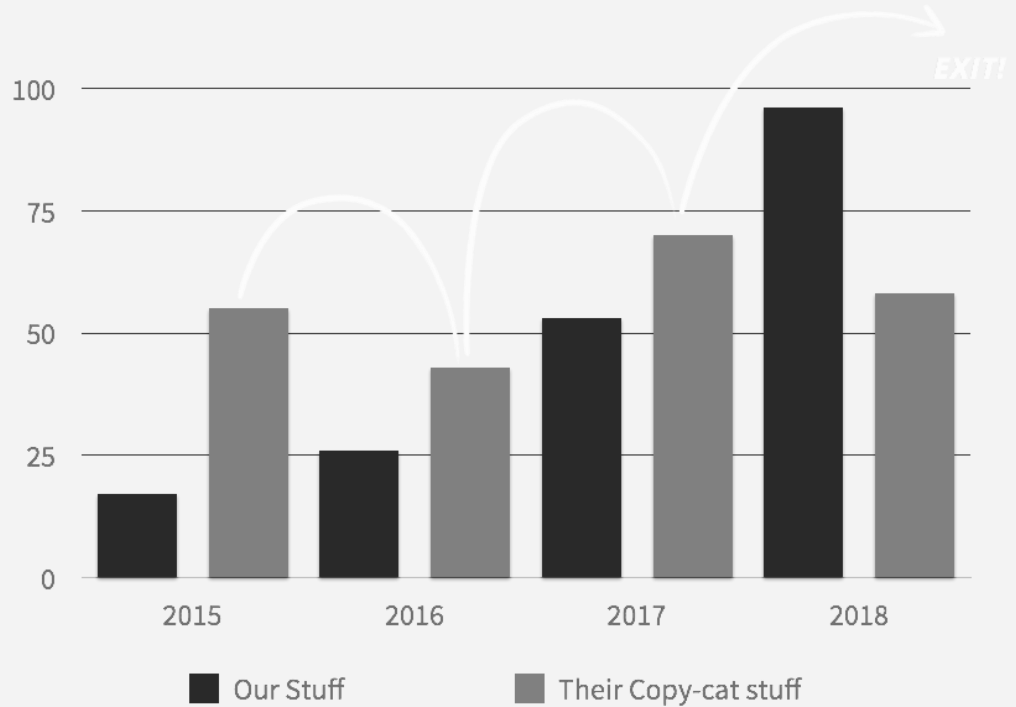


REVENUE GOALS:

EOY: \$3.6m

3YR: Be THE Business Leaders in the Space within the US: \$30m (8.3 X Growth)

5YR: World-Class, 5 Markets, Exit



t w e n t y

TWENTY

v i s i o n



2017

GOALS

PLAYS

THEMES

ROCKS

Q1 Q2 Q3 Q4

2018

GOALS

PLAYS

THEMES

ROCKS

Q1 Q2 Q3 Q4

2019

GOALS

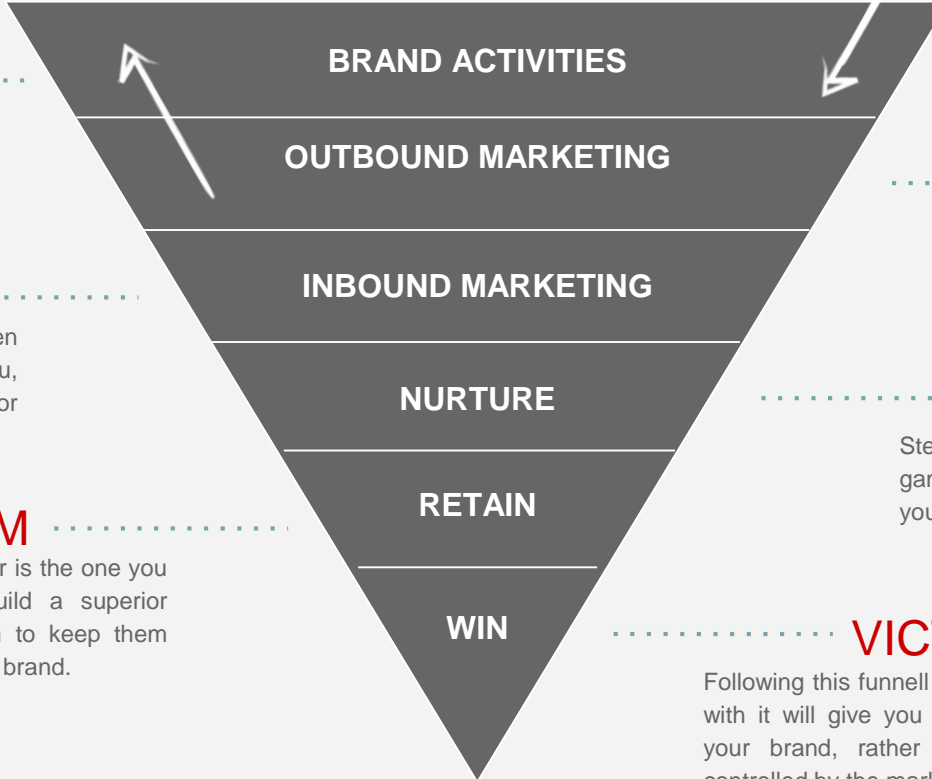
PLAYS

THEMES

ROCKS

Q1 Q2 Q3 Q4

MARKETING FUNNEL



AWARENESS

Tell the public who you are, be clear what you care about, they'll decide if they agree. But now they know.

SEARCH

Everybody's favorite, this is when your customers come to you, either through search term or direct.

KEEP 'EM

The best customer is the one you already have. Build a superior retention program to keep them stoked about your brand.

ADVERTISING

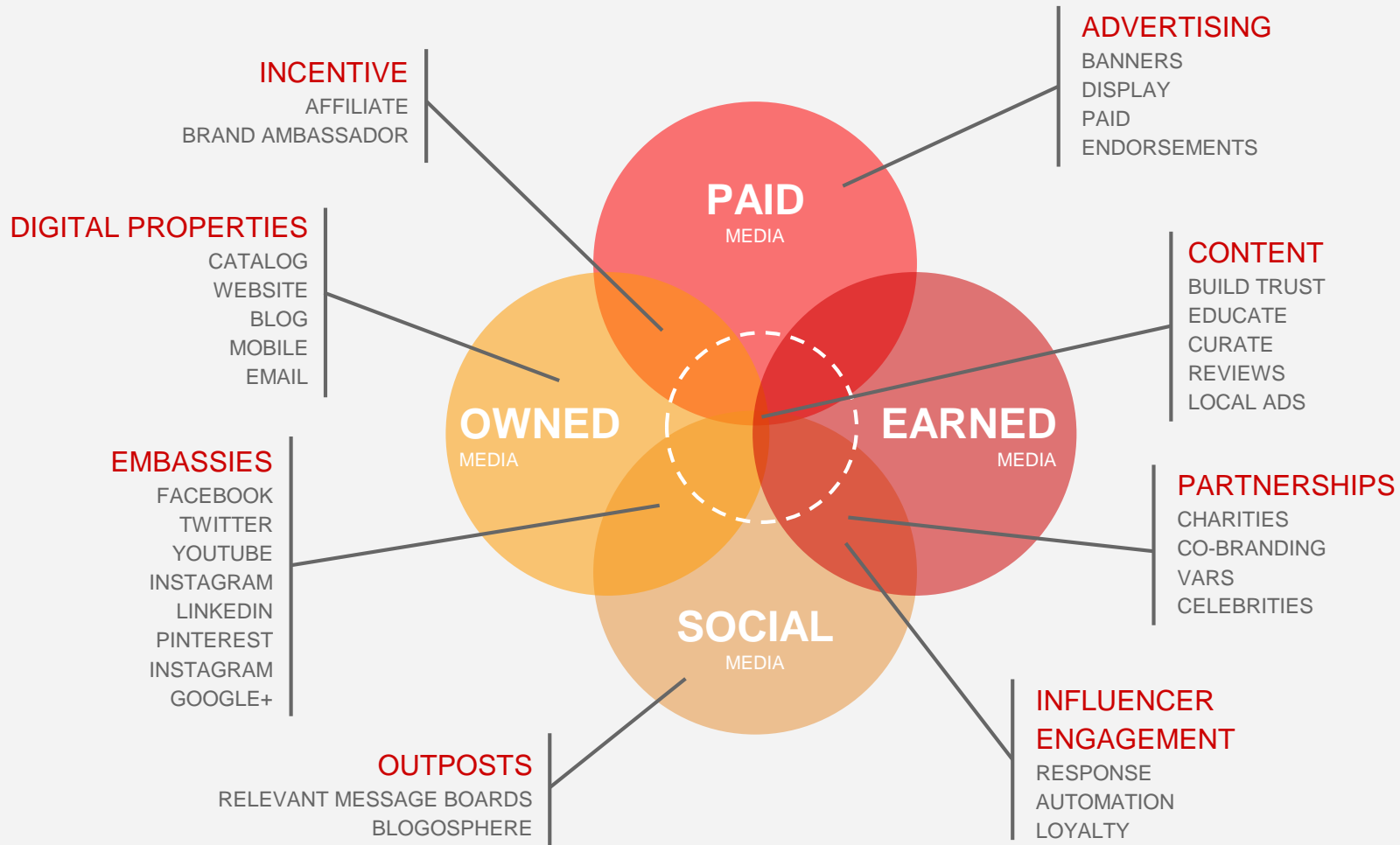
Tell your story, make it interesting and be authentic. The public can tell the difference.

CARE

Step up your human capital game, build relationships with your prospects, they are close.

VICTORY

Following this funnel and sticking with it will give you control over your brand, rather than being controlled by the market.



WEBSITE CONVERSION BEST PRACTICES



YOUR MARKETING TACTICS



TARGETING

Demographic:

Psychographic:

Geographic:



MESSAGING

PRIMARY MESSAGE:

POSITIONING STATEMENT:

CALL TO ACTION:



LEAD GEN

OFFER:

COMPETITIVE POSITION:

BRAND POSITION:



CONVERSION

Tell the public who are, be clear what you care about, they'll decide if they agree. But now they know.



ORGANIZE YOUR MARKETING CALENDAR

YOUR INTERNAL MARKETING EVENTS
SHOULD COINCIDE WITH INDUSTRY
OPPORTUNITIES AND CUSTOMER
MILESTONES.



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