



# Red Zone Marketing Consulting Process © Copyright Red Zone Marketing 2011

	INSIGHT	COLLABORATE	STRATEGY	IMPLEMENT	IMPACT
PHASE	1	2	3	4	5
ACTIVITIES	Hold Discovery calls to identify current marketing practices, branding, and strategies. We will evaluate the effectiveness and exposure of the firm's brand and messaging in the marketplace.	Conduct and facilitate a Red Zone Marketing Strategy Session held at Client's office. In this meeting, we will collaborate to begin to form a new and/or improved strategy for marketing, positioning, and revenue growth.	Identify all of the necessary marketing and practice development categories and specific actions and arrange them into a cohesive, logical structure.	Follow the Implementation Action Plan as a blueprint for moving forward, implementing and executing the strategies systematically.	Monitor and measure results on our regular implementation calls. Make recommendations for improvement.
DELIVERABLES	A <b>Marketing Materials Checklist</b> is sent requesting items to forward to Red Zone Marketing for review.	<b>Agenda</b> for the Strategy Session will be developed and distributed based on the Discovery Phase, the checklist information received, and specific objectives of leading the firm to more qualified prospects and new clients. Items covered may include a focus on strategies and messaging for improving the overall presence in the target market, increasing referral acquisition, improving prospecting strategies and firm differentiation.	Red Zone Marketing will create a complete <b>Implementation Action Plan</b> designed to systematically reach strategy objectives. The Action Plan includes a calendar and timeline describing all of the activities that will be used to reach objectives, including who will implement the strategies and when they should be completed.	Three months of coaching and implementation support from Red Zone Marketing will be scheduled in the form of calls and/or in person meetings to ensure focus and proper execution of the plan. We will create written material when necessary to move the process forward.	Surveys will be established to gain a baseline as well as a way to measure progress of the program based on client and prospect feedback and tracking of sales and revenues.
RESULTS	Achievable, measurable success criteria is established and defined.	The strategy and vision are set to guide the subsequent plan and activities.	The activities and deliverables are clearly laid out in a format that allows for accountability and real action.	A systematic and consistent format for getting things done is utilized. If we are implementing sound strategy, the firm only moves forward in growth and progress to goals.	Return on investment is established and tracked.