

Growth Strategy

Product Spec Sheet

Product Title: Growth Strategy

Background Info

In this Growth Strategy package, marketing and sales leaders will be guided in creating a growth platform for high growth. Together, we will identify and document marketing and sales shared growth goals and establish an actionable definition of your target markets and ideal buyers. Using this foundation, we will develop the buyer's journey, content strategy and promotional strategy necessary to attract, convert, and close leads into customers and retain customers to extend lifetime value.

Product Deliverables

- Assessment
 - Company Overview
 - Competitor Online Analysis
 - Technical Website Audit
 - Content Audit
 - Full-Funnel Revenue Analysis
 - Front-Office Tech Stack
- Laying the Foundation
 - Vision & Goal Selection
 - Persona Creation Based on Selected Target Markets (4 Personas)
 - Buyer's Journey Creation
 - Messaging/Offer Alignment per Persona
 - Marketing & Sales Alignment
 - Ideal Customer Profile
 - Measuring Sales Readiness
 - Lead Qualification Matrix
 - Define Pipeline Stages
 - Sales Enablement Requirements
 - Revenue Funnel Reporting Requirements
- Attracting Targeted Personas
 - Search Engine Optimization
 - Pillar Page Structure
 - Root Domain Page Structure
 - Editorial Calendar (Content Plan)
 - Content Promotion
 - Social Media
 - Paid Advertising
 - Google Ads

- Social Media
 - Retargeting
 - Outbound Marketing
 - Offline Plans & Intake
- Converting Targeted Personas into Leads
 - Lead Offers
 - Calls-to-Action
 - Landing Pages
 - Thank You Pages
- Closing Leads into Customers
 - Workflow Automation
 - Nurturing Leads to Customers Plan
- Customer Retention
 - Current segments
 - Upsell/Cross sell strategy and offers
 - Surveys / Reviews
 - Workflow Automation
 - Nurturing Leads to Customers Plan
- Purposed Tech Stack Requirements (e.g, Marketing Automation, CRM, Sales Automation, etc.) to Support Your Growth Strategy

Details

- **Price:** \$3,500
- **Guarantee:** Fully refundable if not satisfied with value delivered
- **Duration:** 1.5 - 2 Months
- **Best For:** Marketing and Sales leaders looking for help into crafting a holistic growth plan that attracts, converts, and closes new customers.
 - Increase the return on your marketing investment
 - Improve your website's conversion rate
 - Build an analytical and strategic framework that will set your B2B company up for long-term success
 - Tailor your marketing efforts to resonate with your ideal audience
 - Attract more organic web traffic and drive conversions at every stage of your sales funnel
 - Implement a seamless marketing-to-sales handoff
 - Nurture and engage leads throughout the sales cycle to increase revenue without overburdening your sales team
 - Arm your team with the resources they need to win more deals and increase customer satisfaction

Rest assured, you've come to the right place.

We understand that your customers and business growth are your top priorities. Fueling your growth and success is ours.

“digitalJ2’s most significant selling point is that they care about our growth just as much as their own growth and they know by being a trusted partner to us, it will help ignite their own business.”

- Constantino Lannes, President of SENNEBOGEN NA