

⚡ Supercharge your marketing with a breakthrough process that makes marketing simple.



TAKE MARKETING OFF THE **BACK-BURNER**.

Many organizations know they need to improve their marketing, but have no idea where to start.



YOU ARE **NOT ALONE**.

What is lacking for many companies is a clear strategy.



WE DELIVER A SOLID APPROACH FOR **EFFECTIVE MARKETING**.

You will speak with one consistent voice throughout your company to build a compelling brand.



THERE IS **NO NEED** FOR CHEST-THUMPING.

We'll arm you with evidence that backs up your claims.



WE'LL BUILD AND **AMPLIFY YOUR BRAND**.

Creating consistent, persuasive copy and a thoughtful marketing strategy.

“The Top Claims of Value Workshop gave us clarity on what we should be talking about. The methodology uncovered how appealing our claims are to prospects and customers, and whether our claims are competitive. We know exactly what to do and have solid support to execute a full bodied marketing plan.”

CEO, Microsoft ISV

3 STEPS TO **MARKETING SUCCESS**

1

UNCOVER YOUR COMPANY'S UNIQUE **CLAIMS OF VALUE**.

We meet with members of your team remotely in 2 hour sessions to brainstorm and rank your claims and decide on evidence for the claims.

2

GET YOUR **MESSAGE STRAIGHT**.

From the results of your workshop we create crisp and persuasive, baseline messaging about your company, services, and product(s) that is believable and provable. Use this baseline messaging for your website, brochures, emails, and social media.

3

GET A **MARKETING PLAN FOR THE YEAR**.

We'll provide a list of evidence needed based on your priorities.

WORKSHOP DELIVERABLES

READY-TO-USE CRISP BASELINE MESSAGING FOR EACH TOPIC SELECTED.

- Whenever you communicate about your company and services, select from copy that is persuasive and engaging.
- Keep repeating your top claims messaging over and over to build your brand

LIST OF EVIDENCE NEEDED TO PROVE YOUR TOP CLAIMS.

- For each claim of value we will suggest evidence such as quotes, blogs, eBooks, infographics, articles, videos or other content to prove your claims.
- This evidence may already exist, or may need to be created.

A MARKETING PLAN FOR THE YEAR.

- We will collaborate with you to identify and prioritize what content needs to be created in the next Month, Quarter, and year.

“I wanted to let you know how pleased I am with the work you have done for us. It is such a difference from where we were 3 years ago. FANTASTIC website! You're worth every penny we pay you. Great stuff!

CEO, Microsoft Partner”

HOW MUCH DOES THE WORKSHOP COST?

THE TOP CLAIMS OF VALUE WORKSHOP RANGES FROM **\$5,000 TO \$15,000.**

(Depends on the number of topics for each company).

LET'S GET STARTED TO BOOST YOUR PROFITS OVER THE NEXT 12 MONTHS.

Contact us today for a proposal.

ABOUT YOUR PROFESSIONAL TEAM

Diane Saeger, CEO of Marketeery, served as VP of Marketing for a global company that grew 150% within 4 years.

Jon Rivers, COO of Marketeery is renowned in the industry for digital marketing. Both have served on Microsoft Boards and are highly invested in the high-tech industry.

Marketeery has an exceptional staff of copywriters, graphic designers, web designers, video editors, SEO experts and event managers so you don't have to leave marketing on the back-burner anymore. After the Workshop, rely on us to provide as much or as little marketing support as needed. We can become your virtual team or provide strategic direction for your in-house marketing team.