Your Brand – Deliver The Entire Experience

Spearhead Sales and Marketing uses creative strategies and cutting-edge marketing technologies to help you cut through the noise and put you in position to win more business. Our **Branding Package** includes the following elements:

Strategic Plan

Our process is designed to clarify your purpose, positioning, and plan to achieve your sales and marketing goals.

- Define Your Envisioned Future
- Tailor Your Mission, Vision, and Values Statements
- Identify Your Competitive Positioning Statement

Brand Identity

We design consistently on-brand and highly professional identity materials that reinforce your brand image and creatively express your distinct differences to your target audience.

- Logo
- Identity Materials (letterhead, forms, envelopes, etc.)
- Sales Collateral
- Style Guide (graphics and copywriting)

Brand Experience

We automate and systemize your main communication channels to deliver a consistent multimedia experience that will not only out-maneuver your competitors but develop lasting and meaningful relationships with your customers.

- Buyer's Journey
- Internal Branding

Add-On Option

Business Process Automation (BPA)

This enables you to automate your internal processes into dynamic, unique paths that deliver faster and more accurate results, thereby freeing you from repetitive, mundane tasks.

Contact us for an appointment to achieve your sales goals today!   (574) 294-6900

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Big Problem	Great Solution	Advantage	Library	Deliverables
Diluted Marketing Efforts	Focusing on target market, setting smart goals, and communicating strategic benefits	Enables you to streamline business operation, evaluate progress, and influence market penetration	*The Design of Business & Built to Last*	• **Strategic Plan** • **Marketing Calendar** • **Budget**
Outdated and Off-Target Identity Materials and Communications	Highly experienced graphic design, copywriting, video and digital communications team	Consistently on-brand and highly professional collateral	*The Brand Gap & Purple Cow & Meatball Sundae*	**Brand Identity** • **Style and Copy Guide** • **Logo** • **Identity Materials (letterhead, forms, envelopes, etc.)** • **Sales Collateral**
Heroic Sales Efforts are Volatile	Full-funnel system to identify, connect, nurture, convert, and expand business relationships	Stabilize, sustain, and scale revenue streams	*Work the System by Sam Carpenter & The Ultimate Sales Machine & The Sales Acceleration Formula & Sales and Marketing The Six Sigma Way*	**Brand Experience** • **KPI Dashboard** • **Website** • **Digital Advertising**
Inadequate Lead Follow-up and Average Customer Experience	Supplementing sales, customer service efforts, and business process with automated communications and task management	Extraordinary customer experience that is difficult for competitors to replicate	*Referral of a Lifetime & To Sell is Human & Permission Marketing & The Experience Economy & Systemize Your Business*	**Brand Experience** • **Ontraport - (Buyer's Journey, Content, Tracking Optimization)**
Misaligned Employees Deliver the Wrong Customer Experience	Internal communications to align team with mission/vision/values	Empowered team with clear purpose	*Small Giants*	**Brand Experience** • **Mission** • **Vision** • **Values**

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Spearhead Sales and Marketing, Elkhart, IN   *yourspear.com*

On Target • On Time • On Budget

Your Website – Your Digital Hub

Your Website is the 2nd foundational element to communicate *Your Brand* before penetrating the market with *Your Digital Ads*. It's your digital hub to **attract** targeted visitors, **provide** them with relevant content, and **give** them an appropriate next step.

Example shown: entechtpe.com

Example shown: LibartUSA.com

Example shown: stoett.com

Level 1: Credentials Sites

- A brochure-style format
- Acquire real-time data from site visitors
- Conduct basic keyword research for SEO to drive organic website traffic from search engines
- Mobile Responsive
- Provide adequate information about company, product, and services
- Offer an easy way to get in contact with you

Level 2: Lead Generation Sites

- Drive traffic, generate leads, and develop a process to nurture customers by using marketing automation features
- Diagnose problems and zero in on opportunities through a Key Performance Indicators (KPI) dashboard
- Advanced ongoing content publication for SEO and user experience

Level 3: E-Commerce Sites

- Marketing Automation Tools
- Preprogrammed options based on buyers' progression through the sales funnel
- Produce and implement high-end creative content to optimize system performance
- Performance management and dashboard reporting

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Unclear Calls-to-Action	Content plan for the buyer's journey, including: awareness, consideration, decision, and advocacy	Convert traffic into leads, leads into sales, and sales into advocates	*Landing Page Optimization Checklist, Mapping and Personalizing Your Customer Journey*	• **Buyer's Journey Map** • **Content Plan**
Poor SEO	Conduct Keyword Research, competitor analysis, SEO-optimized content, SEO-optimized site structure, and integrated social/online PR	Higher natural search engine ranking for maximized traffic	*SEO Starter Guide, The Beginner's Guide to SEO*	• **SEMRush Keyword Analysis** • **Competitive Analysis**
Under-Performing Technology	WordPress with DiviTheme and only tested plugins Monthly updates, security scans, load-speed testing, hosting integrity, and uptime monitoring	Improves SEO and user-experience	*Page Speed, 3 Fundamentals*	• **Monthly Performance Responsibility** • **90-day Website Health Report**
Poor User Experience	Proven webpage layouts, app-like menus/CTAs, balanced text, enhanced visuals and web features, and mobile optimized Matching branding, matching social channels, clear positioning and capabilities	Intuitive and convenient experience increases conversion rates and improves SEO Consistently on-brand, up-to-date, and highly professional web presence	*Don't Make Me Think* *10 Tips That Can Drastically Improve Your Website's User Experience, Conversion Marketing and Landing Page Optimization*	• **Ongoing Conversion Optimization** • **Webpage Mockups**
Unclear Analytics to Measure Performance	KPI dashboard, SEMRush, and Google analytics analysis	Continuous improvement	*Sales and Marketing Dashboard*	• **90-day KPI Report**

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Your Digital Advertising - Your Digital Magnet

We use appropriate tools and channels to buy traffic, then we optimize user experience on our client's websites to maximize conversion. We then leverage marketing automation tools to keep contacts engaged and trigger sales activities.

Digital Advertising Levels

Foundational	Level 1	Level 2	Level 3
Google My Business	Ontraport	Facebook Advertising	Google Merchant
Yext	AdRoll Prospecting	Instagram Advertising	Amazon
	AdRoll Retargeting	LinkedIn Advertising	Other
		Google Pay-Per-Click	
		Paid Display (text, display, mobile)	
		YouTube	

Digital Advertising Channels

Display
Brand, retarget, and visually get in front of your target audience

Search
Put your message in front of users searching for specific keywords and ideas on Google and Bing

Mobile
Meet your audience on the device that's always within reach

Video
We provide deep reach into video with pre-roll and companion ads

Social Media
Reach your audience with paid advertising on top social sites like Facebook, Instagram, Waze, YouTube, and LinkedIn

Native
We create ads that blend into content and can be seen as more editorial than an ad

Streaming Audio
Place audio, display, or a combination of the two on streaming radio giants Spotify and Pandora

Email
Communicate with your customers on a personal level while saving time with automation

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No clue where to begin?!	Ad planning - using past results we calculate the cost of traffic and conversion per channel	Make an informed investment	*The Ultimate Guide to Digital Marketing*	• **Estimated ROI of Traffic and Conversion**
It can be expensive!	We prioritize channels and design pilots to fit appropriate budget	You get to test the waters	*How Marketing Tracking Works*	• **Weekly Review and Adjust Management**
Wasted money by not analyzing results and making adjustments	Weekly analysis and continuous improvement using scientific method Split-testing to determine best method	Learn faster and maximize return on investment	*How to do A/B Testing and Improve Your Conversions Quickly*	• **A/B Test Reporting** • **Heat Map Analysis**
Requires a diverse set of skills to run a campaign	Highly experienced graphic design, copywriting, analytics, video and digital communications team	Campaign effectiveness and efficiency	*Why Great Creative is More Important Than Ever*	• **Our Team**
Lack of lead follow-up	Ontraport Automation	Stay on top of mind until someone is ready to buy	*The Customer Lifecycle*	• **Lead Follow-up Sequences w/ Sales Notifications**

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