

POWER UP YOUR GROWTH ENGINE

THRIVE WORKSHOPS

Your 10-week Strategic Growth Planning Program.
Direct access and guidance from a proven marketing
consultant in a step-by-step webinar series.



KINNEY
STRATEGY



SESSION 1: WHERE ARE WE GOING?

Tackle key strategic marketing planning concepts and define your growth and marketing objectives

- How to get the most out of the program
- Defining your success
- What plan type is right for you?
- The planning process, key concepts & terminology
- Reveal more options, Make better choices – How to deliver greater value to your customers
- Your marketing objectives. The buyer's journey funnel & SMART goals



SESSION 2: LEARNING FROM THE PAST & BUILDING BRIDGES TO SUCCESS

Conduct a marketing performance audit, identify likely obstacles and challenges, draft a Gap analysis

- Perform program post mortems
- What are your costs per lead generation, nurture, acquisition & retention?
- Optimize your current marketing program
- Pitfalls, roadblocks in your path to marketing success



SESSION 3: UNDERSTANDING YOUR CUSTOMERS – CRACKING THE GROWTH CODE

Take a deep dive look at your customers and stakeholders to learn how to apply the analysis to your marketing

- Build demographic, psychographic profiles & buyer personas
- What customers really buy
- Where are your customers and how will you reach them?
- The buying process
- Motivate customers to buy now
- Bring in the market research team: do you know what you don't know?



SESSION 4: YOUR PLACE IN THE COMPETITIVE LANDSCAPE

Map your market position, analyze your competition and industry

- Trend spotting, creating relevance in the industry life cycle
- Don't get beat at your own game – becoming a game changer
- Use SWOT analysis to block, tackle & attack



SESSION 5: YOUR GROWTH STRATEGY PART 1 – WHY YOUR CUSTOMERS WILL BUY FROM YOU

Synthesize all of the findings from the first four sessions and build your growth strategy

- What are my strategic options?
- Where is your opening in the market?
- Craft your business value & brand platform
- Define greatness: your competitive advantage
- Demonstrate value
- Define key messages



SESSION 6: YOUR GROWTH STRATEGY PART 2 – GUIDING CUSTOMERS THROUGH THE BUYER'S JOURNEY FUNNEL

Refine your growth strategy and craft a critical strategic construct – the Buyer's Journey Funnel

- How to evaluate and make the strongest strategic decisions
- Build your custom buyer's journey funnel and map the buy cycle
- Identify your customer's key performance indicators (KPIs)



SESSION 7: HOW TO MAKE IT HAPPEN

Create your tactical, integrated marketing plan that defines how to execute your growth strategy

- Think like a start-up
- Create a killer, original marketing campaign that gets the right results
- Big results from thinking small – breaking down your strategy into doable doses
- Play to your strengths – using the best tools in your workshop
- Build an all-star team
- Create a culture of accountability



SESSION 8: NUMBERS DON'T LIE – YOUR GROWTH FORECAST & PERFORMANCE DASHBOARD

Forecast your growth and marketing projections

- Play the numbers game
- Forecasting – the sales, marketing and finance triumvirate. Make the CFO your best friend
- Meaningful metrics – build a KPI dashboard to deliver actionable decision data



SESSION 9: HOW MUCH IS THIS GOING TO COST?

Create your growth budget and marketing investment plan

- How to build a better budget: result based spending plans
- The marketing budget as investment prospectus
- Calculate real ROMI



SESSION 10: TIE IT ALL TOGETHER: GETTING READY TO LAUNCH!

Finalize the plan and put on the finishing touches before firing up your growth engine

- Prepare and share
- Fast and furious: the first 30-60-90 days



10 WEEKS FROM START TO LAUNCH IT'S TIME TO THRIVE



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Your THRIVE Program Package

- Live, interactive webinar training sessions with Q&A
- Coaching (phone & e-mail support) from a seasoned marketing strategist
- Plan review & critique
- Growth strategy workbook & planner
- Workshop syllabus and recommended resource list
- Recorded workshop session downloads
- Case studies and real life examples
- Weekly strategy, planning and marketing e-mail tips

Register for your Thrive Workshop today:

- Online: kinneystrategy.com/thrive
- Phone: (904) 484-7010