

*be***Broad** Services and Client Benefits

Consultant Input

Client Result

Tactics

Brand Evaluation

Streamline analysis to determine what *be***Broad** marketing services best fit the client's needs.

Meet with client to discuss perceived needs, schedule evaluation to determine actual needs, SWOT analysis, and final proposal to client.

Project Research

Initial process for obtaining accurate and up-to-date data in developing/executing solutions and methodologies for client.

Organizational and/or consumer focus groups, surveys, SME and senior staff interviews.

Project Planning/Interim Management

Management of end-to-end project process, benchmarking, procedural timelines and milestone achievements.

Plan includes analysis, design, development, implementation, and evaluation (maintenance) phases of project.

Integrated Marketing Plan/Interim Management

Execution plan for implementing Integrated Marketing Communication (IMC) solutions.

Utilization and integration of both Offline (i.e. print media, direct mail, PR, billboard, radio, TV, etc.) and Online (SEO, pay-per-click, affiliate, e-mail, banner, webinar, blog, podcast, etc.) tactics.

Brand Strategy/Standards

Centralized project plan for creating and maintaining brand recognition and messaging.

Plan that includes the management of the creative and implementation process for achieving a consistent and effective brand.

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Online Marketing

Development of a fully optimized online presence.

Utilization of search engine optimization (SEO), pay-per-click, donate now, affiliate, e-mail, banner, webinar, blog, podcast, internet TV, and social networking.

Special Events/ Campaign Promotion

Awareness generating strategies created to increase visibility of special events and promotional campaigns.

Local and national calendar listing, local and radio coverage, street team promotion, viral marketing, sponsorship and co-branding partnerships.

PR

Communication/media plan for press, special events, and niche audiences.

Copywriting/submission of newsletters, press releases, guides, as well as story pitching to local and national press and niche interest groups.

HR Training and Development

Assurance that your employees know all the compliance rules and regulations thoroughly.

Compliance, safety, employee development, regulatory rules, soft skills – most up-to-date training on customer service and computer software skills.

Product/Service Training

Increase customer, employee, and volunteer retention which results in increased revenue/involvement through product/service knowledge.

Conduct on-site, off-site customized training through curriculum design/development of e-learning solutions, webinars, training guides and job aids.