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Receive expert advice and recommendations with a small business budget in mind. Learn the most effective marketing initiatives that will offer the highest ROI.

MARKETING CONSULTATIONS

\$1,000

What's Included:

- Deep dive, 1 hour session focusing on the ideal client profile and buyer persona to better source leads & referrals
- Two 1-hour marketing strategy sessions concentrating on resources available & the greatest opportunities to increase sales
- Summary plan with actionable steps and tactics

Gaps that are Filled — Issues that are Solved:

- A fresh perspective is powerful
- Consultation provided by like-minded owners who are also practitioners with marketing expertise
- Actionable strategies that are integrated with sales
- A different approach to drive different results
- Business growth goals require a marketing strategy
- Buying behaviors are changing and relevancy is important

BUYING
BEHAVIORS
ARE
CHANGING
AND
RELEVANCY
IS
IMPORTANT

Need an affordable and simplified platform to nurture leads, prospects, and clients?

Need marketing assets & sales collateral that set you apart from your competitors?

See our programs at
eminetwork.com/programs

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1

PEOPLE
WANT
TO WORK
WITH
PEOPLE,
NOT COMPANIES

WE UNDERSTAND THAT BUSINESSES MUST FOCUS ON THEIR CLIENTS AND NEED SOLUTIONS THAT ARE EFFICIENT, AFFORDABLE, AND PRODUCE THE NEEDED RESULTS . THEREFORE, WE HAVE CREATED TURNKEY PACKAGES THAT SOLVE THE MOST COMMON MARKETING CHALLENGES.

Ensure that your social media efforts are fruitful and are working to support your broader business goals. Streamline efforts to drive the best results with limited time and resources.

SOCIAL MEDIA TOOLKIT

\$725

What's Included:

- Review of current social channels
- Recommendations report outlining key findings
- 30-minute goal setting session
- Social media management process
- Daily activity checklist
- Sample content calendar

Gaps that are Filled — Issues that are Solved:

- Online reputation matters to prospects & clients.
- People want to work with people, not companies. Social media offers a platform to share personality and expertise; humanizing the online experience
- Meet your clients and prospects where they are — most are on social media daily
- Need an easy & inexpensive method of managing social media
- You don't have the time or experience to worry about social media
- Conversations happen casually versus a sales approach and referrals are easier to receive

2

Learn what your digital platforms convey to the marketplace and the importance of your digital footprint when growing your business.

DIGITAL FOOTPRINT VALUATION

\$1,000

What's Included:

- One hour consulting session with conversation on market segments & customer type growth goals
- Review of branding components to include website, online reputation pages, social channels and sales collateral
- Review of your Google business listing
- Review of the last 5 emails to prospects/clients and/or email templates most commonly used
- Reporting from detailed research and digital research tools
- Recommendations report outlining key findings

Gaps that are Filled — Issues that are Solved:

- Fresh perspective on how prospects are viewing your firm and services
- Learn the steps to take to better engage your target audience
- Identify key brand elements important to the market
- Strengthen digital platforms — heavily relied on in today's business environment
- Generational buying behaviors are very different — need to meet the prospect where they are

MEET
YOUR
PROSPECTS
WHERE
THEY
ARE



3

PUBLISHING
CONVEYS
CREDIBILITY

Cut through the clutter in the marketplace, position your firm as trusted resource by sharing the most sought-after advice with your ideal prospect.

PUBLISH YOUR FIRM; CO-BRAND WITH FORBES, FORTUNE OR ENTREPRENEUR

\$4,250

What's Included:

- Regionally published thought leadership piece — Executive Q&A
- Custom content, thought leadership formatted for publication, social media and blog
- Tactics to promote published piece
- Web pdf to use on website, in follow-up email communications and email signatures with hotlinks.
- Unique, eye-catching sales collateral — 50 Reprints (*additional copies can be purchased*)
- 10 Magazine copies for target mailings (*additional copies can be purchased*)

Gaps that are Filled — Issues that are Solved:

- Brand differentiation — sales & marketing tools that catch attention and cut through the cluttered marketplace
- Reputation builder — alignment with highly recognizable brand
- Publishing conveys credibility, which aids in trust building
- Exposure to ideal client in target market
- Multi-functional content
- Unique sales collateral & target mailers

