

# Marketing Roadmap - Action Items

Presented to:  
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## Roadmap Summary

### Promotional and Programming Efforts for:

#### NextGen Speaker Series Website

- Integration with Inspirelink Sponsored Content

### Training and Leadership Support Services

#### Purpose and Mission - To provide leaders a systematic method of receiving education

- Events - Speakers - Online Training

#### Your Ideal Client:

Industry Leaders passionate about ongoing education

#### Target Market:

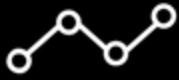
C-Suite Executives, Business Owners and Entrepreneurs

#### Online Opportunities:

- Expand the opportunity to reach the NextGen Speaker Series and deliver ongoing value through Inspirelink video content.
- Additional revenue from the sale of video training and email subscriptions for content.
- Opportunity to grow the Speaker Series Email Outreach and expand the event.

#### Opportunity / Recommendations:

- Update the NextGen Website to include access to an ongoing video training opportunity for the visitors.
- Provide an educational element to expand the Speakers series value to the business community.
- Develop an email subscription that will allow NextGen / Inspirelink to increase reach and revenue



## Our Understanding

### Current Online Position

- The Speaker Series is an annual Event that provides the audience access to amazing speakers and information.
- There is an email list that is currently underutilized and has the potential to be used for an outreach program.
- Inspirelink has a few hundred videos that share amazing value in alignment with the goals of the Speaker Series and the audience demographic
- The goal is to provide the value to the Speaker Series community with additional value through the introduction of an email offer to improve the relationship and revenues.



## Deliverables

### Website

- Update the website to include access to the videos from Inspirelink and lock access from unpaid participation.
- Create an email solution that will drip out weekly emails to paid participants and also allow access to the video libraries.
- Create a sign in and a paywall strategy to allow people to sign up and gain access to the content
- Develop a strategy to activate the email and notify the community of the offer through the site
- Design the solution for ease of use, simplicity and elegant access to high-quality educational materials on a weekly basis.



# Deliverables

## **Content Creation | List Building**

- We will initially use the existing list from the previous events and spend the time to reactivate and improve the open rates and remove any failed deliveries.
- We'll develop an ongoing outreach solution that can be used in-House or managed by outside resources
- Design an outbound solution to systematically deliver a 52 week series of emails that share the videos with paid subscribers.
- The subscriber will sign up and pay a yearly fee and receive an introduction series of videos and updates about the Speaker Series as well as a link to the video of the week.
- Each week will cover a grouping of topics that will cover multiple subjects throughout the year.

## **Social Media Marketing - Establish the Brand and Real Estate**

- We propose to audit the overall social media strategy and recommend a primary focus on LinkedIn
- We will create a library of approved content and post on a scheduled basis to maintain the brand impact throughout the entire year.
- Develop the overall social media strategy for the programs and promotions,
- Our goal is to attract and engage.

## **Email Marketing - Create the Workflow**

- We recommend creating a personalized email automation and client nurturing campaign. We develop this for you to increase the engagement of your community and increase the communication within your community and build long-term relationships.
- Optional Newsletters and one-off campaigns can be included in the email marketing strategy
- Our goal is to setup automated email campaigns triggered by the user's actions on your website.

## Monthly Consulting & Reporting

- We'll provide ongoing strategy and monthly reporting of our progress so you can feel confident that things are moving forward.
- We'll provide this counsel through a bi-monthly 1-hour phone video-meeting.
- We'll analyze your existing results, and be strategizing for each next step, outside the time frames of these meetings.



## Our Recommendations

- Refresh your existing website
- Design the strategy for the solution purchase videos from your site
- Update the design to be more a conversion focused website.
- Create and Deliver your branding across social media outlets systematically.
- Create and develop an email autoresponder and follow-up campaign
- Establish baseline analytics to measure grow and report progress
- Monthly coaching to help you with strategy, product development and position.



# Proposal

## Working Together

Nextstepnext works as a partner and, as an extension to your business. We work side by side with you and your team to provide the best possible results in your product development and digital marketing strategy.

Our offer is as equally simple to work with. We require a six-month commitment to ensure the programs and efforts have the opportunity to mature and grow. We know that digital marketing is a process and your business deserves the attention that only time will provide.

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The fee is a monthly recurring amount due at the start of the program.

- Development of your online videos, email and promotional programs
- Update the website to include the ability to purchase your products.
- Consult on the development of additional programs that will provide new revenue

**One Time Development Fee: \$1500.00**

**Monthly Recurring Amount: \$400.00**

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Additional Fees will be charged (at cost) for any additional approved services recommended for marketing growth or campaign expansion.

### Additional/Optional Fees:

- Tools, Systems and approved tools required to produce revenue
- Printed Brochures and Graphic Design (As Required)
- Website Hosting, Software and Tools (As Required)
- Recommended Email Accounts

**Intent to Proceed:**      **Signed:** \_\_\_\_\_      **Date:** \_\_\_\_\_