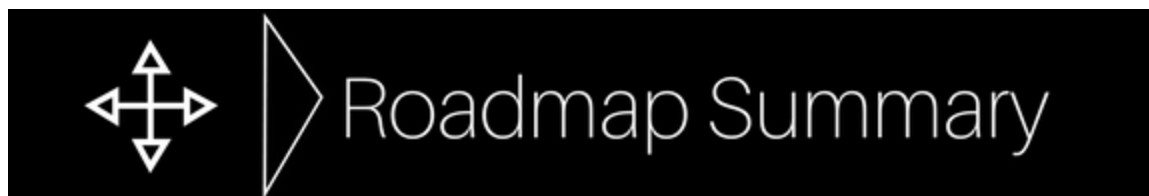


Marketing Roadmap



A Personalized Roadmap for
YOUR ONLINE IMPACT

Presented by:
Nextstepnext
Russ Johns



Greetings,

I look forward to partnering with you for your marketing needs. Based on experience, I'm confident that together we can meet or exceed our goals.

As discussed, your long-term goal is to get seen, heard and build your community as you launch your new program. Working with you on your website, programs and possibly a future products.

Developing a strategy will be a great place to start. Our primary goal is to connect with initial clients, add speaking engagements and expand Task N Track visibility.

The results of an online strategy will be to increase the visibility and develop new business. (And Revenue)

We will be creating a personalized message to communicate the ability to help measure tasks that people provide and how you serve your community and clients. More Clients, a bigger audience without working 24 hours a day.

We'll be creating several online activities to develop additional brand awareness, improved methods to connect with you and allow you the opportunity to get the message out to the ideal target audience.

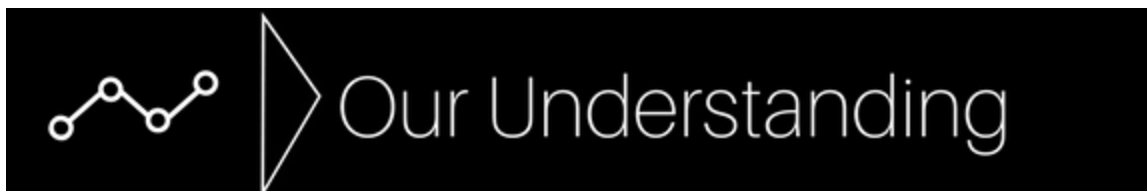
As the following pages will outline a wide range of skills and tools to accomplish this boost in brand awareness.

If you have any questions or concerns about this outline, please feel free to call or email me at Russ@Nextstepnext.com or his Cell 206-930-7440

This marketing plan takes stock of your current position, and then lays out the specific strategies and activities we'll complete to help you reach your lead generation goals.

Sincerely,

Russ Johns,



Current Online Position

As of today, we know we have to grow the online reputation with social media. Website, email and sales funnels. We have an effective website (Task N Track) to use to expand your business goals for your online impact. We will start with a landing page and expand the functionality in the following months after launch.

We'll be focusing on brand recognition, online traffic, and increasing communication through email and reputation marketing. (Local Listings) as well as video and content creation.

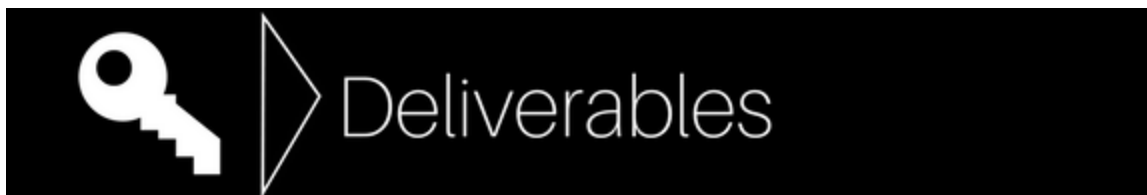
We understand by increasing traffic and leads it will improve the opportunity to expand the brand, and secure clients. Our mutual goal will be to increase the amount of brand awareness to share the value and benefits to the growing community.

Target Audience

For inbound marketing to be truly effective you have to know who you are talking to. We believe we are targeting a wide range of people and will create our marketing library to include reduce and focus on your ideal clients. Some of the questions we will explore are

- Why your content and programs deserve to exist
- Who is going to need and use your services (And pay for them)
- Deliver your message or content to individuals looking to improve their business goals

Your content marketing plan, the evaluation of your different audiences (both inside and outside your local area) should occur regularly along with your content marketing journey.



Website

It's critical to make sure your website(s) have the ability increase its visibility on Google. The website is fundamentally home base and will be developing it and and update as necessary.

Our online success with inbound marketing depends on a solid 'HOME BASE.' We'll design the site to be aligned with our marketing goals. We will review the development for creating quality content, sharing valuable information to increase the traffic to all areas of your business.

Content Creation

We will work together to develop content, repurposing it into videos, blog posts, graphics, social media posts and online events or programs. We'll develop your content brand and message to build on what already exists. Steadily building on your previous efforts, we'll increase the opportunity of collecting leads immediately while working on new material for the future.

We develop libraries of evergreen content to be repeatedly distributed over time. By increasing the depth of our online material, we can automate the process and focus on other list-building activities like webinars, new social videos and improving content.

GOAL: Creating a **simple workflow** that doesn't overwhelm, the team or the audience.

Social Media Marketing

To keep content flowing smoothly, we'll create a collaborative editorial calendar that will keep all content flowing on all the channels we have selected. Channels include your website, LinkedIn, Twitter and Instagram. The only way we can maintain long-term success is to continually engage people.

We will start with our website, blog posts, social videos and branded graphics.

Email Marketing

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.

Newsletters and one-off campaigns will be included in the email marketing strategy and we also will be developing your personalized automation strategy to measure results.

Our goal is to setup automated email campaigns triggered by the user's actions on your website.

Nextstepnext provides countless options for automation and will be working to create the best results for our business.

We work together to personalize every aspect of the marketing. We collect the data we are tracking and create highly effective campaign automation, utilize segments to expand the details for your contacts, so we can view a contact's full individual history, and send highly personalized emails and follow-ups.

We have the opportunity to develop a deep community of raving fans that know, like and trust the business and will continue to share our products and services in their community.

We develop and document your workflows to provide a way to improve results and enhance all of our marketing efforts.

You will end up with one of the most valuable assets your business can develop. **Your List!**

Strategy, Consulting & Reporting

We'll implement an ongoing strategy and monthly reporting of our progress so you can feel confident things are moving forward. We'll provide this counsel through a regularly scheduled phonecall/video-meeting. We'll also spend time helping you analyze existing results, and be strategizing for each next step, outside the time frames of these meetings.

Creating a Solid LOCAL ONLINE IMPACT

What do people see
when they Google
YOU?





Our Recommendations

- Develop and Deliver a website to focus on traffic and conversion
- Create messaging and content to deliver a conversion focused website
- Create and Deliver the customer branding across social media outlets
- Use existing blogs and create content upgrades for social media
- Develop multiple social media campaigns and content library to distribute
- Develop short social videos and branded images for the brand strategy
- Initiate reputation marketing program to grow a 5-star rating
- Create and develop an email autoresponder and follow-up campaign
- Establish baseline analytics to measure grow and report progress
- Monthly reviews to develop strategy, product development and position
- Adjust programs and marketing as required for business growth



Proposal

Working Together

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

I propose a monthly commitment to ensure the programs and efforts have the opportunity to mature and grow. I know digital marketing is a process and your business deserves the attention only time will provide.

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

Monthly Marketing Budget: \$10,000.00

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

Additional/Optional Fees:

- Expanded Marketing (Paid Ad) Campaigns
- Printed Brochures and Graphic Design (As Required)
- Website Hosting, Software, and Tools (As Required)
- Recommended Email Accounts

Intent to Proceed: **Signed:** _____ **Date:** _____