



Transparency for Transforming Your Marketing Enablement

CLIENT GROWTH PARTNERS, LLC.

2024

MARKETING SOLUTIONS WITH CLEAR EXPECTATIONS

CURRENT STATE

- Many marketing providers **offer vague promises** without transparent plans or pricing
- Businesses **invest without understanding what efforts** and results to expect
- At Client Growth Partners, we believe in **clarity and consistency**

Just like you wouldn't expect a Michelin star meal at McDonald's, we ensure that our marketing solutions are not over-promised and are clearly defined.

OUR RECOMMENDATION

- **Clear Benefits:** Understand exactly what services you'll receive, what effort you'll need to contribute, and expected outcomes
- **Tailored Solutions:** Good-better-best solutions matched to your specific marketing needs and budget.
- **Reliable Quality:** Consistent delivery from vetted partners with proven track records.

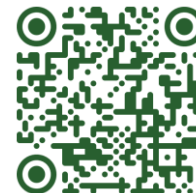
By setting realistic expectations and consistently meeting them, we build trust and drive growth for your business.

Let's achieve your marketing goals with realistic expectations, appropriate investment, and measurable ROI.

Augment your team's specialized functions

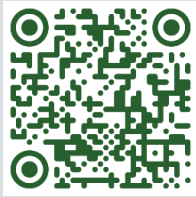


Take a Marketing
Resources Assessment:



General order to hire marketing resources

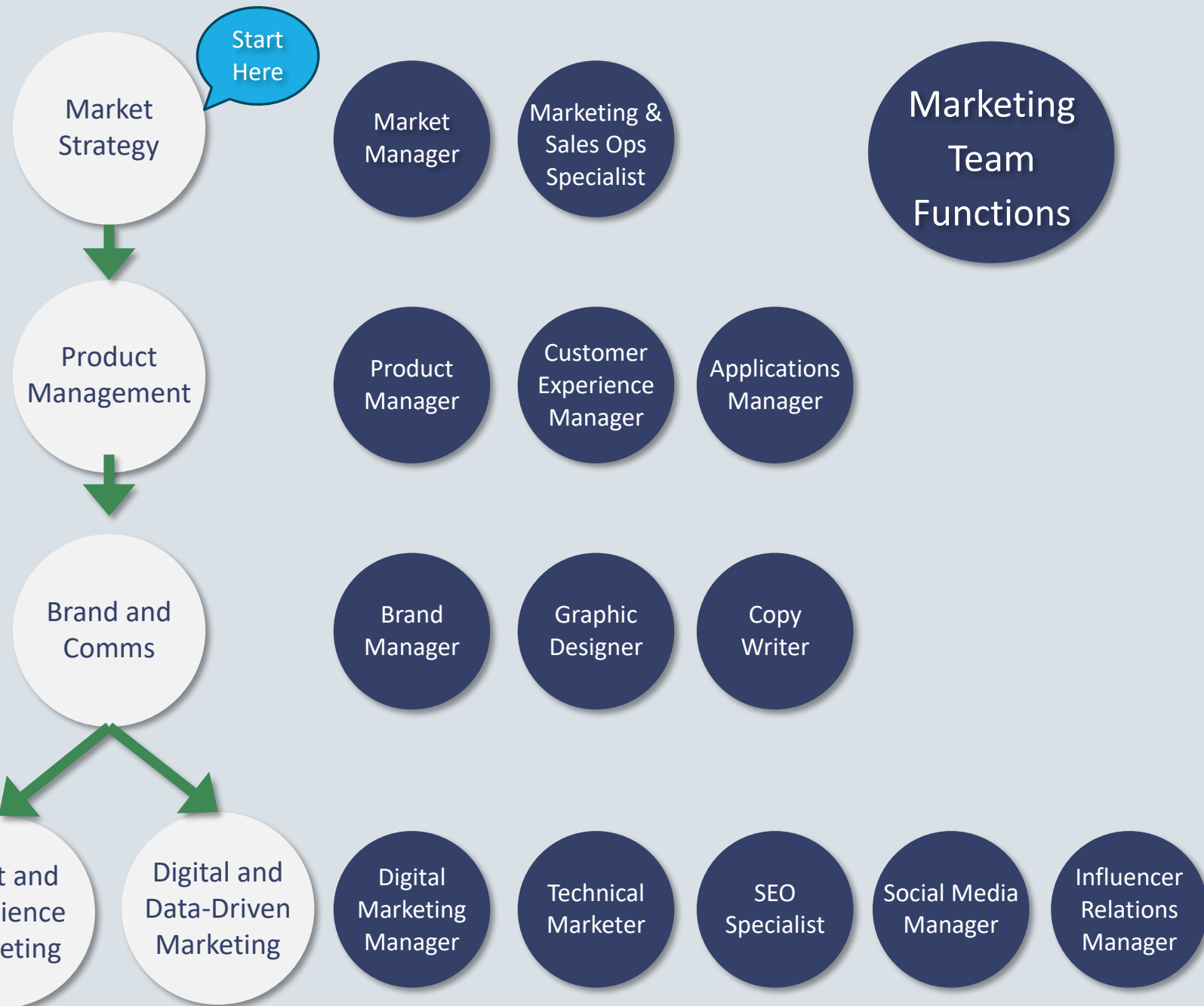
Take a Marketing Resources Assessment:



Read more about each job in this article:



Download our guide on marketing pricing:



Contents

Marketing Strategy

- Obtain a Go-to-Market Strategy
- Obtain Leads
- Outsource Closing Leads
- Obtain Sales Coaching

Product Management

- Launch Products

Digital Marketing

- Influence on Social Media
- Build Demand Generation (SEO)
- Manage Paid Search

Brand and Comms

- Obtain Graphic Design

Options to: Obtain a Go-to-Market Strategy

QUICK GO-TO-MARKET - ~\$7,000

- Value proposition & points of differentiation
- Your solutions and customer expected benefits
- Competitive analysis and summary
- Ideal Customer Profiles
 - Industry/Sector
 - Company Size
 - Geography
 - Business Model
 - Strategic Priorities
 - Key Challenges and Pain Points
 - Decision-Making Process
 - Current Solutions in Place
 - Preferred Channels for Engagement
 - Success Metrics

WHAT YOU GET

- ~50-page sales playbook with suggested communications
- A solution for establishing a foundation of information for your business operations, guiding your general marketing and sales planning
- Automated generation from existing marketing materials and a virtual workshop for refining customer profiles and segmentation

GO-TO-MARKET STRATEGY - ~\$60,000 - \$80,000

- Professional independent consultant provides all of the above through workshops, internal and customer interviews.
- Your team is actively involved in the process, with transformation principles and change management communications integrated to maximize the potential of transforming your organization
- Pricing up to \$150k - \$300k based on size of firm



Options to: Obtain Leads

LEAD GENERATION - \$5,000/set up

- Connection paths to link your representatives with people who can provide referrals
- 1,000 leads
- 2 Licenses for 1 year
- 1 AI sales assistant
- Additional Licenses \$700/yr
- Web traffic intelligence ~\$1 to \$0.20/visitor
- Web traffic automated marketing ~\$1,000/month

WHAT YOU GET

- Integration with CRM Systems
- Email Sync going back 1 year initially and then ongoing thereafter
- Email and Calendar history sync to identify customers and prospects
- LinkedIn Network Sync with relationships and LinkedIn job information embedded in software.
- 10 GB of file storage for documents.
- The Enterprise version of Chat GPT, data excluded from training ChatGPT
- Access to information on 280 million contacts and 73 million companies
- 2,000 credits per month that can be used in the ways listed below:

Prospect Data	Credits (each)	2000 credits =
Email	4	500 emails
Cell Phone	20	100 cell numbers
Personality Profile (DISC)	100	20 personalities

Sign up for our
blog to learn
more



Options to: Outsource Closing Leads

AI CUSTOMER SERVICE - \$ Custom

- Inbound AI appointment set up and Q&A
- Product Knowledge Management System for your website (Voice/Text Activated)

WHAT YOU GET

- Quick customer query resolution
- Alternative to complex to build website with sorting and filtering

FRACTIONAL SDR – 4 MONTHS - \$5,000/mo

- 1,000 prioritized leads
- 3,000 sequenced e-mails and LinkedIn messages
- Requires Lead generation contract
- Set your team up to close SDR will leverage AI assistant to quickly answer customer questions
- We will set up a proper campaign of 3,000 sequenced messages to accompany the 1,000-call outreach
- Leverages your AI Assistant to answer questions



Options to: Obtain Sales Coaching

COACHING SOLUTIONS

- 1:1 Coach

variable

WHAT YOU GET

- Weekly 1:1 meetings, 4x per month to start
- Prospecting and appointment setting training
- Repeatable and scalable sales process
- Playbook development
- Account management
- Pipeline Development
- CRM Development
- Deal Strategy
- Pre-call planning and post-call debriefing

-
- Global agency with standard sales method

variable

- Predefined sales methodology with new jargon for sales team to learn, good base for large companies, requires additional investment in coaching

Options to: Launch Products

RELEASE A PRODUCT OR LAUNCH IT?

- | | |
|-------------------------------------------------------------------------|---------|
| ▪ Straightforward release: Basic, uncomplicated launch | ~15k/mo |
| ▪ Full-scale launch and a release: Important and moderately complex | ~25k/mo |
| ▪ Robust strategic foundation launch: Very important and highly complex | ~50k/mo |
-
- Additional costs to consider

WHAT YOU GET

- Strategic Framework
 - Brand Creation & Core Brand Assets, i.e., Concept, Name, Logo, Messaging, Packaging, pitch deck, etc.
 - Launch Plan, Content & Channel Strategy
 - Activation & Acceleration
-
- Website/Microsite/Landing Page
 - Tradeshow/Events/Internal Launch Support
 - Sales Kit, PR
 - Online, Print, Social Platform Ads
 - PPC/SEO/SEM
 - Blog Articles, White Papers, Case Stories
 - Presentation(s)
 - Videos

Is it worth waiting to see if your new product flops?

Options to: Influence on Social Media

SOCIAL MEDIA MANAGEMENT

▪ Rooster, article repost	~\$200/mo
▪ Qnary, custom posts	~\$700/mo
▪ AI automated outreach*	~\$1000/mo
▪ Boutique Firm/Agency	\$2,000 -\$5000+
▪ Meet Alfred: Manual automation*	\$99/mo

WHAT YOU GET

- Article posting service
- Focused posts on your expertise, app to approve content
- Neurolinguistic messaging and sales automation to attract and engage the right leads
- Lead lists created for you
- Mail and LinkedIn campaigns built with AI and human customer service assistance
- Integrates with LinkedIn and other third-party solutions
- Research into topics, with personalized writing that does not use AI while the lower end includes posts only, while the higher end includes email and other campaigns
- You build a target list, create emails, LinkedIn messages, connection requests, and follow campaigns, it sends them

Sign up for our
blog to learn
more



Note: Customer will likely need to spend 15 to 45 minutes a week making decisions and personalizing content. With more expensive solutions the time is reduced.

*LinkedIn may temporarily or permanently suspend your account based on use of automation.

Options to: Build Demand Generation

SEO AND CONTENT SOLUTIONS

▪ Brand Visibility \$100/month

▪ Boutique minimal service ~\$2,750/month

▪ Boutique full service ~\$8,000/month

▪ Global full-Service Agency ~\$16,000/month

WHAT YOU GET

▪ SEO dashboard, error report and fix, unlikely to rank on google, 4 blog posts based on topic, increase credibility vs competitors curating websites (Offshore)

▪ Target keyword to metadata optimization, website architecture audit and recommendations, ROI tracked with breakeven in 6 months through lead generation (Onshore)

▪ Bespoke SEO maturity strategy from boutique agency, material increase in revenue

▪ Formal strategy from global agency to drive revenue through website including local Google Business Profiles

Sign up for our
blog to learn
more



Note: Customer will likely need to spend 15 to 45 minutes a week making decisions and personalizing content. With more expensive solutions the time is reduced.

CONFIDENTIAL

Option to: Manage Paid Search

PAID SEARCH SOLUTIONS

- Boutique minimal service ~\$2,000/month
- Boutique full service 10% of social media spend
(with \$5,000/month min. fee)

WHAT YOU GET

- Keyword lists, match type strategy and account structure to support business objectives
- Ad copy to align to respective keyword groups, quality score relevancy and to maximize qualified responses
- Supplemental ad assets to boost response rates – image extensions, product/ service details, click-to-call buttons
- Bid management to meet KPI goals
- Additional audience targeting – demographic, psychographic and 1st party
- Ad ops (tracking and measurement) set up and real time performance reporting dashboard deployment

Options to: Obtain Graphic Design

COACHING SOLUTIONS

- Upwork.com

variable

WHAT YOU GET

- Cost-Effective & Variable Quality: Ideal for budget-conscious projects, with a wide range of globally available and flexible freelancers offering diverse skills. However, quality can vary significantly depending on the freelancer.

- Independent Agency

Low-Range

- Customized Service: Provides a more tailored approach, often with a focus on specific industries or specialties, offering higher quality compared to freelance platforms.

- Local Agency

Mid-Range

- Personalized Service & Local Expertise: Offers a more hands-on approach with in-person meetings, making collaboration smoother and fostering better understanding of local market needs. Mid range pricing

- Large Agency

Premium Pricing

- Comprehensive Service & High-Quality Output: Provides a full-service approach with access to a wide range of specialists, ensuring top-tier quality and sophisticated design solutions. Provides brand recognition & reliability.

Tony Simas

Strategic Marketing Strategist



Tony is a seasoned strategist with a unique talent for uncovering overlooked connections. Over the past 20+ years, Tony has held progressively responsible roles in diverse areas in the chemical and B2B industry such as market segment management, product management, sales, manufacturing operations consulting, and management consulting.

His ability to think differently, anticipate risks, and quickly establish credibility with clients enables him to provide clear market perspectives and unlock opportunities.

Tony's extensive experience spans a wide range of industries, including Automotive, CPG manufacturing, Technology (AI, SaaS, IoT), Transportation, Life sciences, Manufacturing, Chemicals, Coatings, Plastics, Cosmetics Manufacturing, Higher education, and Home care, I&I. This breadth of knowledge showcases his adaptability and versatility, allowing him to bring cross-industry insights and innovative solutions to the table.

Throughout his career, Tony has made significant contributions to renowned companies such as BASF, DSM, and Ecolab, Grant Thornton, highlighting his ability to deliver impactful results on a global scale.

Tony's ability to connect dots, think differently, and provide valuable market perspectives makes him an invaluable asset for any organization seeking strategic growth and competitive advantage.

Thank you

We look forward to partnering with you to drive strategic success and unlock new opportunities. Together, we can achieve remarkable growth and innovation.



Startup Plan

- ✓ Content Audit Report
- ✓ 2000 Words/Month
- ✓ LinkedIn Management
- ✓ Marketing Consultancy
- ✓ Reporting



Scaleup Plan

- ✓ Content Audit Report
- ✓ 5000 Words/Month
- ✓ LinkedIn Management
- ✓ Monthly Newsletter
- ✓ Marketing Consultancy
- ✓ Reporting



Premium Plan

- ✓ Content Audit Report
- ✓ 10000 Words/Month
- ✓ LinkedIn Management
- ✓ Monthly Newsletter
- ✓ Backlinking
- ✓ Marketing Consultancy
- ✓ Reporting

How to hire and use marketing resources

Read more about each job in this article:



Event Marketing Manager

Event and Experience Marketing

Digital and Data-Driven Marketing

Market Strategy

Product Management

Brand and Comms

Market Manager

Marketing & Sales Ops Specialist

Product Manager

Customer Experience Manager

Applications Manager

Brand Manager

Graphic Designer

Copy Writer

Digital Marketing Manager

Technical Marketer

SEO Specialist

Social Media Manager

Influencer Relations Manager

Marketing Team Functions