



# MARKETING GROWTH LEADERSHIP & SERVICES

**Maximize Outreach**



AVID  
MARKETING  
ALLIANCE

## Work Examples

- Strategy Development
- Project Management
- Content Creation
- Measuring for Success

# Creating Your Business Growth Blueprint

3 strategy sessions for  
gaining increased revenue  
with your ideal clients



[avidmarketingalliance.com](https://avidmarketingalliance.com)





- Using all types of marketing and sprinkling in ad spend is highly recommended.



#### Key Marketing Strategies

##### Digital Marketing:

- SEO for better visibility.
- Content strategy and social media posting schedules.

##### Email Marketing:

- List building and segmentation strategies.
- Email campaign outlines.

##### Traditional Marketing:

- Direct mail, print ads, PR tactics.



#### Performance Metrics & ROI

- List of essential marketing technologies (e.g., CRM systems, analytics tools).
- Integration of AI for predictive analytics and automation.

#### Budget Allocation

- Breakdown of budget by marketing channels.
- Cost-effectiveness analysis and allocation strategies.

#### Define Goals & Target Audience Analysis

- Define SMART goals: Increase revenue by 20%, boost customer base by 30% annually. Analyze ideal customer demographics, psychographics, and behaviors.



#### Lead Generation and Sales Funnel:

- Lead magnet(s) to attract potential customers.
- Sales funnel stages from awareness to conversion.
- CRM tools to manage and nurture leads.



#### Technology & Tools:

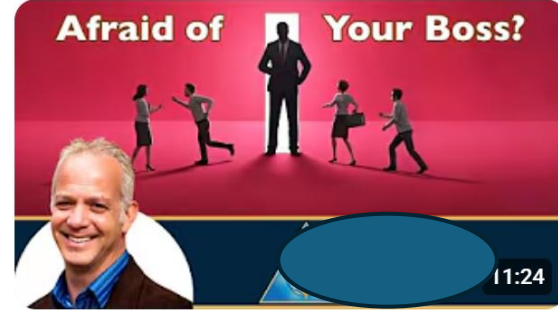
- List of essential marketing technologies (e.g., CRM systems, analytics tools).
- Integration of AI for predictive analytics and automation.

#### Timelines & Measurables

- Timeline for implementing key activities and strategies.
- Milestones for evaluating progress and adjusting strategies.



- **Marketing Strategy that has been growing organizations for years combined with the AI perspective is a winning combination!**



Being A Good Leader Is Like Being A Good Parent 02 Living In A Fear Based Workplace

15 views • 3 months ago



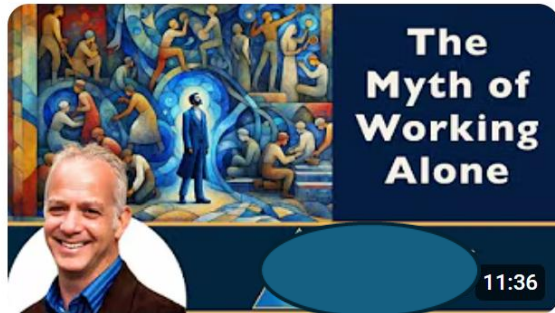
Being A Good Leader Is Like Being A Good Parent 04 Creating A Positive Workplace

12 views • 3 months ago



Being A Good Leader Is Like Being A Good Parent 03 The Importance of a Good Work...

11 views • 3 months ago



Being A Good Leader Is Like Being A Good Parent 06 Independence vs....

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Being A Good Leader Is Like Being A Good Parent 05 Beyond The Perks At The...

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Today's Chaos: CEOs and Public Tips: When Current Events Overwhelm

32 views • 4 months ago



Today's Chaos CEOs and Public Tips: CEO Keeping the Calm In Your Business

8 views • 4 months ago



Today's Chaos CEOs and Public Tips: Choosing Leaders By Family Roles



Finding Peace in Today's Political Chaos: An Online Conversation with Oren, 5/6 at 4 pm...



What Is Happening In The World Today: What's Happening Now



What Is Happening In The World Today: Coming Together To Make A Difference

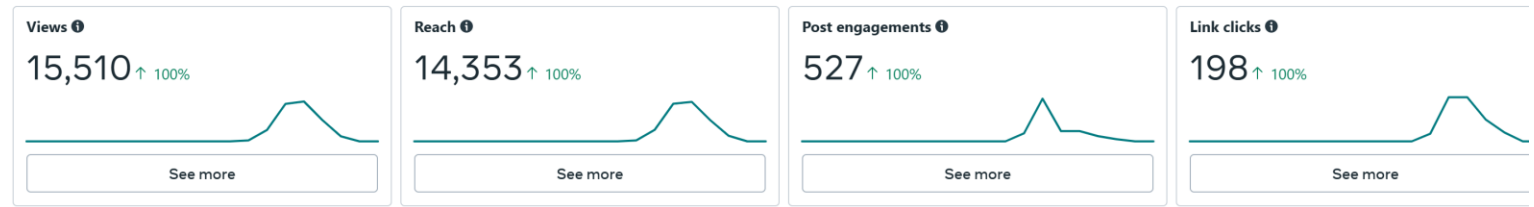


# Meta Advertising \$100 budget!

## Advertising summary

Christy Lockhart spent \$103.56 on 3 ads in the last 60 days.

Last 60 days: Jul 5, 2025 - Sep 2, 2025



## Recent ads

Completed


• Aug 16

Edit

Boost again

View results

Boosted Facebook event



Ticket sales

Learn stress-reducing strategies from the therapist who works with A-List actors,...

5,030

Views

5,123

Reach

69

Link clicks

\$24.00

Spent of \$24.00

Completed


• Aug 14

Edit

Boost again

View results

Boosted Facebook event



Ticket sales

Learn stress-reducing strategies from the therapist who works with A-List actors,...

9,317

Views

8,670

Reach

129

Link clicks

\$39.81

Spent of \$40.00

Completed


• Aug 12

Edit

Boost again

View results

Boosted Facebook post



Post engagements

Learn stress-reducing strategies from the therapist who works with A-List actors,...

1,163

Views

1,024

Reach

328

Post engagements

\$39.75

Spent at \$10.00 per day

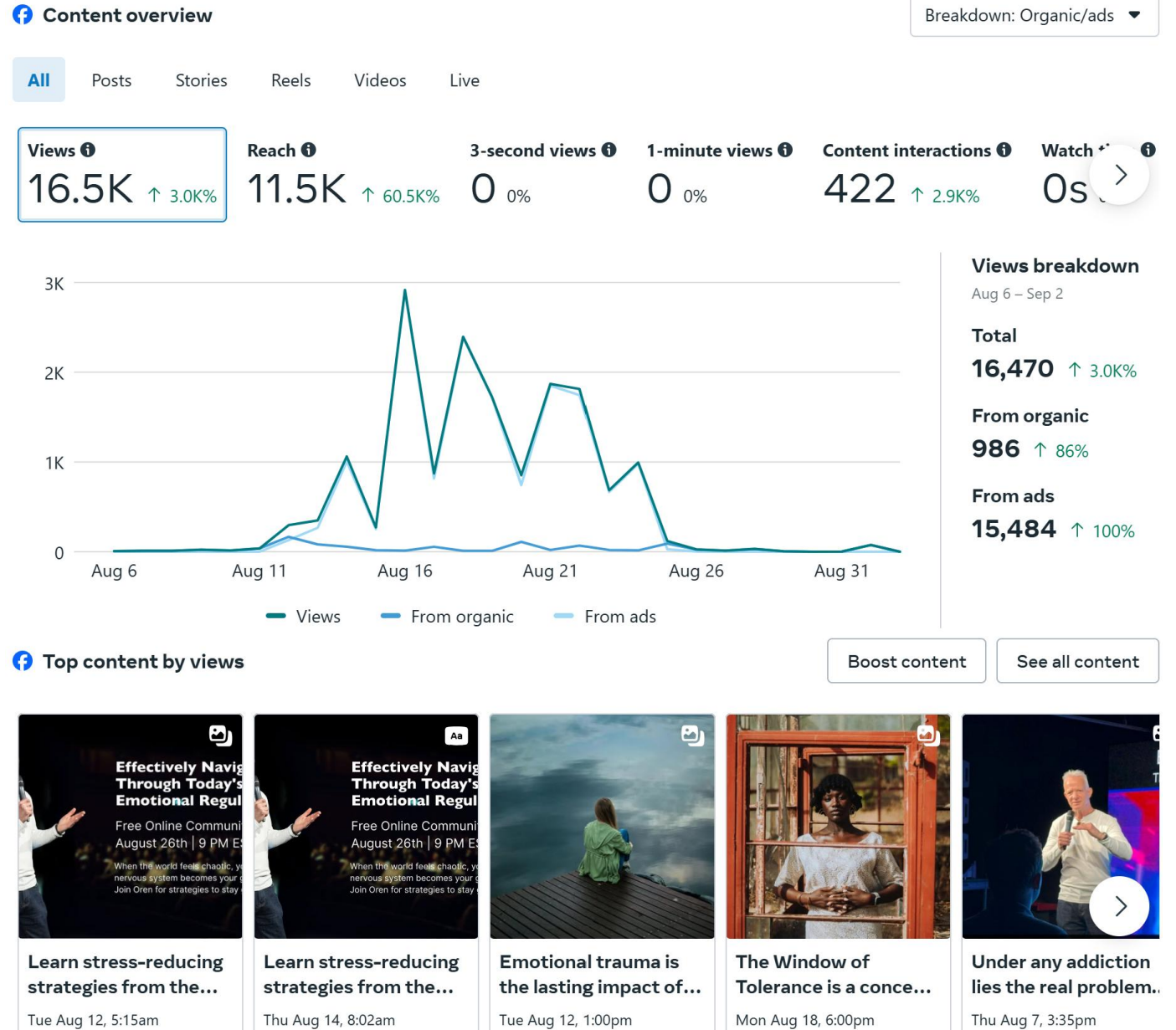
## Recommendations








Completed

Nice work! Check back soon for new personalized recommendation!

# Meta Advertising \$100 budget!



# Project Management Calendar

	6/1/2025 Children are people	Post Meme
	6/2/2025	
	6/3/2025	
	6/4/2025 The Compass of Connection: Why Empathy for Shared Fear Bridges Divides	section of blog post
	6/5/2025	
	6/6/2025 Kids want their parents to be ok	Posted Meme
	6/7/2025 Emotional Regulation	section of the blog post
	6/8/2025	
	6/9/2025	
	6/10/2025 Children Are People: Planting Seeds of Self-Worth	Post Blog
	6/11/2025	
	6/12/2025 The Echo of the Past: How Today's Unrest Can Activate (Trigger) Old Trauma	section of the blog post
	6/13/2025	
	6/14/2025 If Mom and Dad are not ok, the kids are not ok	Post Meme
	6/15/2025 The Echo of the Past: How Today's Unrest Can Activate (Trigger) Old Trauma	Post Blog
	6/16/2025	
	6/17/2025	
	6/18/2025 The Compass of Connection: Why Empathy for Shared Fear Bridges Divides	Post 1 Blog
	6/19/2025 Children Are People: Planting Seeds of Self-Worth	Post 3 Blog
	6/20/2025	
	6/21/2025	
	6/22/2025 The Compass of Connection: Why Empathy for Shared Fear Bridges Divides	Post 2 Blog
	6/23/2025	
	6/24/2025 The Unsettled Self: Navigating Emotional Dysregulation in a World on Edge	Post 1 Blog
	6/25/2025 Children Are People: Planting Seeds of Self-Worth	Post 3 Blog
	6/26/2025 The Echo of the Past: How Today's Unrest Can Activate (Trigger) Old Trauma	Post 2 Blog
	6/27/2025 The Compass of Connection: Why Empathy for Shared Fear Bridges Divides	Post 3 Blog
	6/28/2025	
	6/29/2025	
	6/30/2025 The Compass of Connection: Why Empathy for Shared Fear Bridges Divides	eNewsletter
	Children Are People: Planting Seeds of Self-Worth	eNewsletter
	The Echo of the Past: How Today's Unrest Can Activate (Trigger) Old Trauma	eNewsletter
	7/1/2025	
	7/2/2025 The Unsettled Self: Navigating Emotional Dysregulation in a World on Edge	Post 2 Blog

[illegible][illegible]



Using our Client Journey Sales Funnel, we were able to gain attention, manage a successful sales journey, deliver qualified leads which helped close \$750,000 in sales.

Developed Strategy which utilized current database of connections and attracted new potential clients into the funnel.

Created Lead Magnet






**Lower Level Upgrade: Elevating Your Lifestyle**

Finishing your lower level elevates your lifestyle by creating a welcoming space for family and friends to visit comfortably. Enjoy gatherings where everyone has a place to sit, talk, and create lasting memories together, whether for fun parties or accommodating loved ones who may need to stay for an extended time.

Utilized content marketing for existing database with strong call to actions.

### Email performance


November 27, 2024 - June 10, 2025 • Excludes Apple MPP



Open rate

25.1%

517 opened



Click rate

0.83%

17 clicked

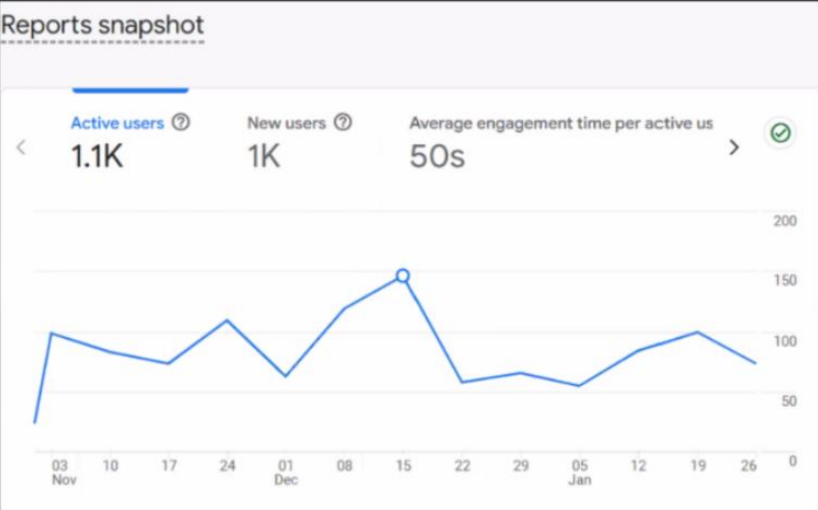
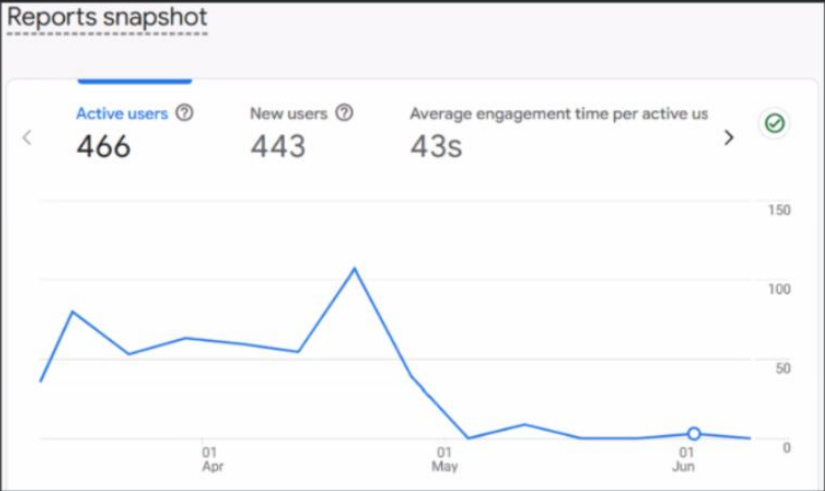
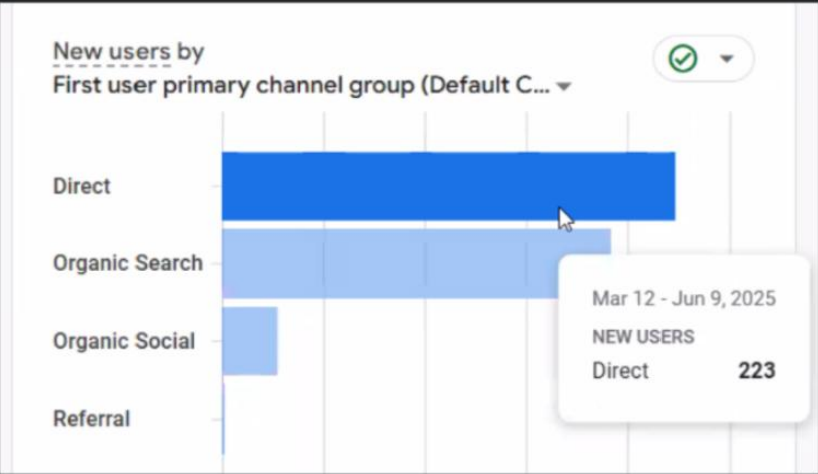
Links in this email				
Nov 27, 2024 - Jun 10, 2025 • 6 links				
URL	Total clicks	% of Total clicks	Unique clicks	% of Unique clicks
https://loylconstruction.com/contact-us	27	46.6%	13	24.5%
https://loylconstruction.com/	10	17.2%	9	17.0%
https://www.linkedin.com/in/kurt-lang-2a497a29/	9	15.5%	8	15.1%
https://loylconstruction.com/west-michigan-new-hom...	8	13.8%	8	15.1%
https://www.facebook.com/loylconstruction	2	3.4%	2	3.8%
https://www.instagram.com/loylconstruction/	2	3.4%	2	3.8%

Analytics	
25.7%	Opens
40.5%	Opens
38.1%	Opens
42.2%	Opens
52.1%	Opens



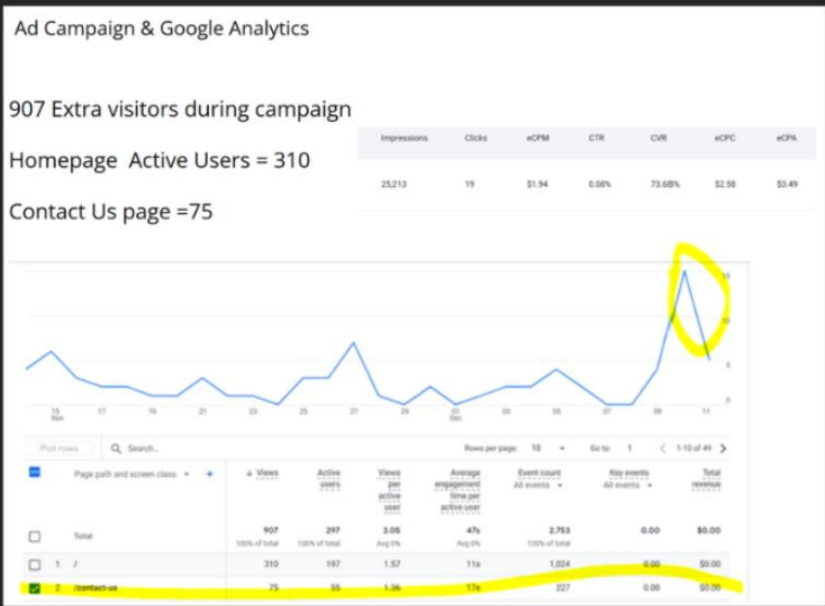
Using our Client Journey Sales Funnel, we were able to gain attention, manage a successful sales journey, deliver qualified leads which helped close \$750,000 in sales.

Utilized, engaged, and monitored SEO for effectiveness of the campaign

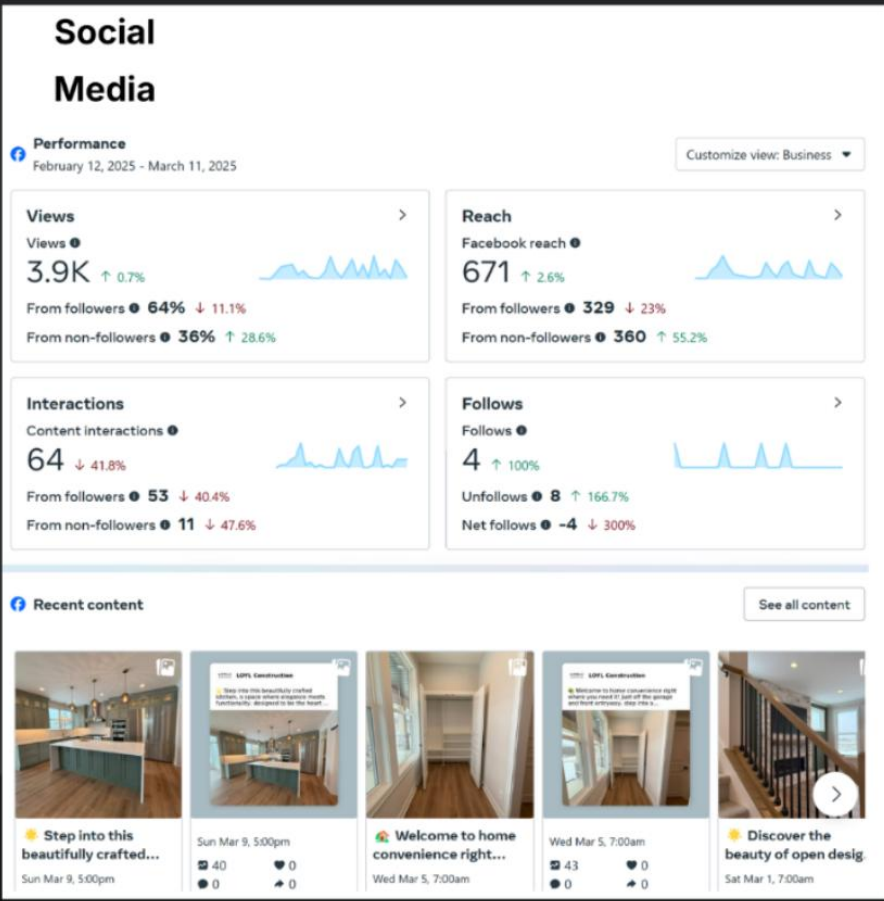


Using our Client Journey Sales Funnel, we were able to gain attention, manage a successful sales journey, deliver qualified leads which helped close \$750,000 in sales.

# Created Strategy, implemented, and monitored an a campaign



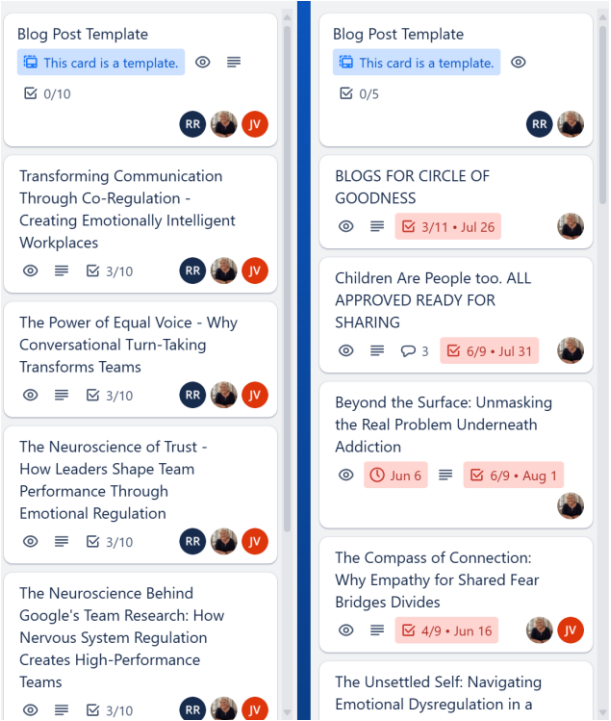
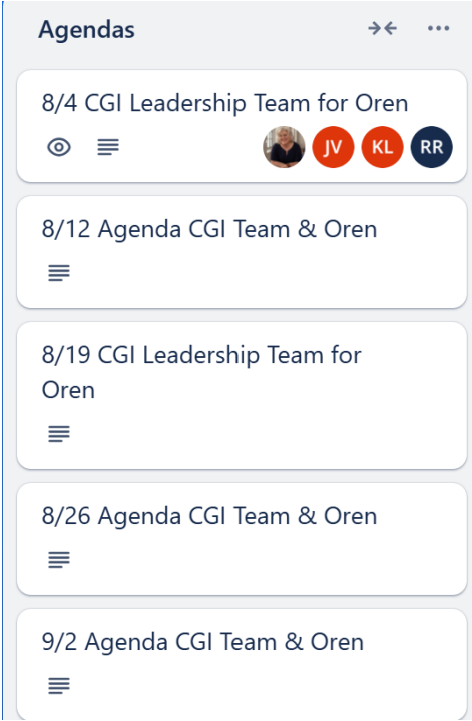
# Utilized social media as one of the sales funnels





# Developing Strategy, Content, and Keeping the Team Organized and Focused on Forward Movement

## Marketing Leadership & Management



	Blog Title	Video Creation	Video link series and transcripts	Approved by Oren	Blog Created and Posted	Workshop Created	Social Media Posts Done	Content Review and Posted	Event Shared with Connections	Team Prepared for Event Note	KEVP Count	Approved by People Who Share?	Auto Email Sent
	Oren Intro Part 1	9/17/2025	Link to full video	Christina's done date and time	Christina's done date and time	Christina's done date and time	Christina's done date	Christina's done date	Christina's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
	Oren Intro Part 2	9/29/2025	Link to full video	Christina's done date and time	Christina's done date and time	Christina's done date and time	Christina's done date	Christina's done date	Christina's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
	What is Therapy 101	9/17/2025	Link to full video	Christina's done date and time	Christina's done date and time	Christina's done date and time	Christina's done date	Christina's done date	Christina's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
	Let Kids Be Kids, Parents Be Parents Part 1	9/19/2025	Link to full video	Christina's done date and time	Christina's done date and time	Christina's done date and time	Christina's done date	Christina's done date	Christina's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
	What is Emotional Trauma?	9/5/2025	Link to full video	Open Approved Date	Christina's done date and time	Christina's done date and time	Christina's done date	Christina's done date	Christina's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
	Workplace Well-being in Today's Chase	9/19/2025	Link to full video	Open Approved Date	Christina's done date and time	Christina's done date and time	Christina's done date	Christina's done date	Christina's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
	Today's Chase: CEO's Role, Effects on Public & Self Help Tips	9/14/2025	Link to full video	Open Approved Date	Christina's done date and time	Christina's done date and time	Christina's done date	Christina's done date	Christina's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
	What is happening in the world today (globally) in offering and supporting our more and CEO: Being a leader of an organization is like being a father. You need to create a safe space. PART 1	9/29/2025	Link to full video	Christina's done date and time	Christina's done date and time	Christina's done date and time	Christina's done date	Christina's done date	Christina's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
	Let Kids Be Kids, Let Parents Be Parents Part 2	9/29/2025	Link to full video	Christina's done date and time	Christina's done date and time	Christina's done date and time	Christina's done date	Christina's done date	Christina's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
	Neuroplasticity and Inner Peace	9/19/2025	Link to full video	Christina's done date and time	Christina's done date and time	Christina's done date and time	Christina's done date	Christina's done date	Christina's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
	How Does Emotional Trauma as a Child Affect Our Adult Brains in the Here and Now?	9/19/2025	Link to full video	Christina's done date and time	Christina's done date and time	Christina's done date and time	Christina's done date	Christina's done date	Christina's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	

## Our Dashboards & Success Stories

This client's goal was to increase awareness within the community. We exceeded that mark and they hired an operations manager to manage the influx of new clients.

	Before	After
New Website, Fully Organically Optimized, Interactive, Accessible & Beautiful	125 hits/week	1800+ hits/week
Facebook	1716 Fans	2123 Fans
Twitter	19,200 followers	21,800 followers
Contact Database receiving regular communications which inform and encourage participation	1,226 contacts	3,125 contact
Enhanced Community Engagements with heightened branding and process	3-5 / year	15 / year
Media Hits and Relationships, PSA's, Non Profit Segments, Video Streams	6 / year	55 / year
Phone calls into the organization	30 / day	60 / day
Overview Brochures distributed within the community	300	12,000 +
Table Events / Tradeshows	12 – 14/year	16+
Educations Trainings / Presentations / Overview of Services	4 / year	13-15 / year
Press Releases & Media Experiences (Obtained Monthly Radio Talk Show)	3 / year	21 / year
Videos & Impact Stories	4	21

**Website hits: 125 / week increased to 1800+ / week**

**30 calls a day went to 60 calls a day.**

