

### 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



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

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

### Business Growth Blueprint

To amplify marketing effectiveness and drive business growth.





### **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:

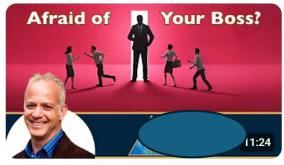
- List of essential marketing technologies (e.g., CRM systems, analytics tools).
- Integration of AI for predictive analytics and automation.

### Timelines & Measurables

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







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

15 views • 3 months ago



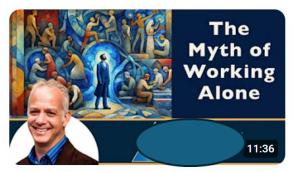
Being A Good Leader Is Like Being A Good Parent 04 Creating A Positive Workplace

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

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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...

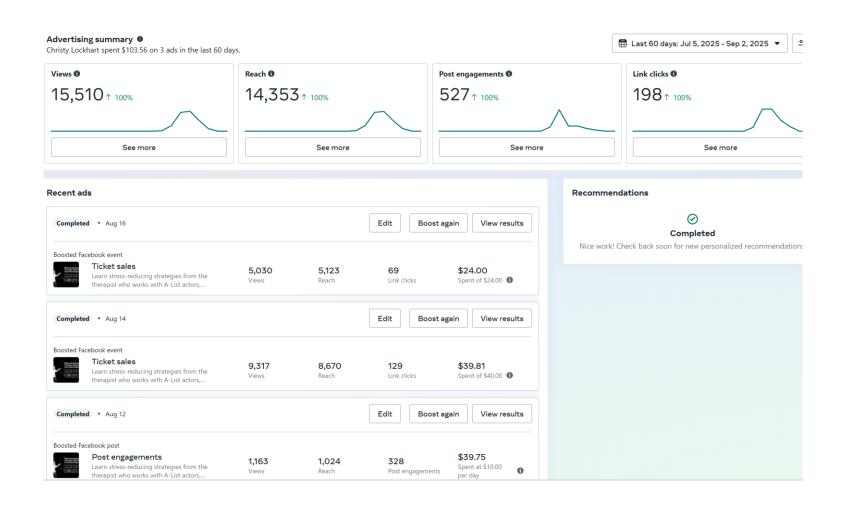


What Is Happening In The World Today: What's Happening Now



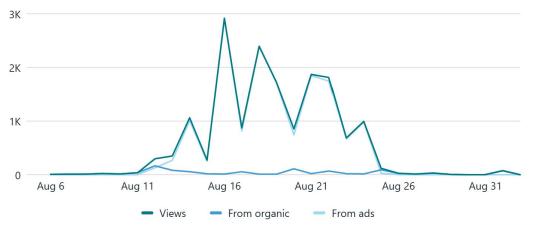
What Is Happening In The World Today: Coming Together To Make A Difference

# Meta Advertising \$100 budget!



# Meta Advertising \$100 budget!

Breakdown: Organic/ads 🔻 Content overview Stories Videos Live **Posts** Reels Views 6 Reach 6 3-second views 6 1-minute views 6 Content interactions 6 0s. 16.5K ↑ 3.0K% 11.5K ↑ 60.5K% 422 1 2.9K% 0% Views breakdown 3K Aug 6 - Sep 2 Total



**16.470** ↑ 3.0K%

From organic

**986** ↑ 86%

From ads

**15,484** ↑ 100%

Top content by views

Boost content

See all content



Learn stress-reducing strategies from the...

Tue Aug 12, 5:15am



Learn stress-reducing strategies from the...

Thu Aug 14, 8:02am



Emotional trauma is the lasting impact of...

Tue Aug 12, 1:00pm



The Window of Tolerance is a conce...

Mon Aug 18, 6:00pm



Under any addiction lies the real problem.

Thu Aug 7, 3:35pm

### 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 po
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 po
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 TraumaF	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 TraumaF	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

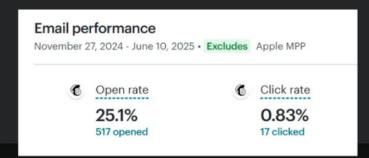
MARKETING	2025										
	April	May	June	July	August	Sept	Oct	Nov	Dec		
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Pages Hit											
Length of visit											
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Facebook Followers		_				_			-		
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# of survey responses									_		
# of people signed up for paid program											
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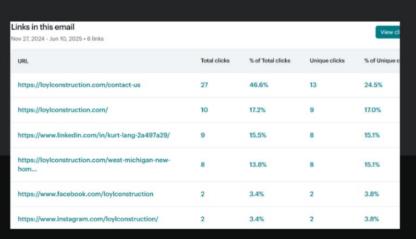
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Blog	Unseen Bonds														
Blog	Wiring for Wellness														
Blog	Breaking the Walls														
Blog	From Pain to Purpose														
Blog	Uncovering Your Roots														
	Afraid of your boss? Being a good leader is like being a good parent							Video	Creating a S	Safe Space in	a Workplace	. Being a goo	d leader is lik	e being a goo	d parent
								Video	Better Environment Better Work. Being a good leader is like being a good					g a good pare	nt
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								Video	Beyond the Work Perks Being a good leader is like being a		being a good	parent			
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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.

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





### Created Lead Magnet

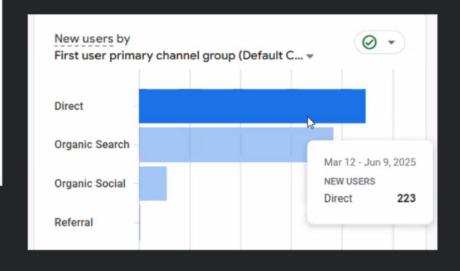


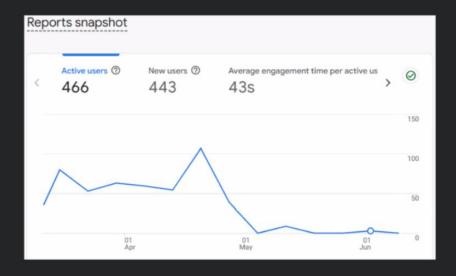


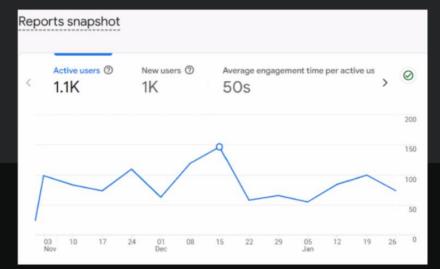
**52.1%** Opens

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### Utilized, engaged, and monitored SEO for effectiveness of the campiagn

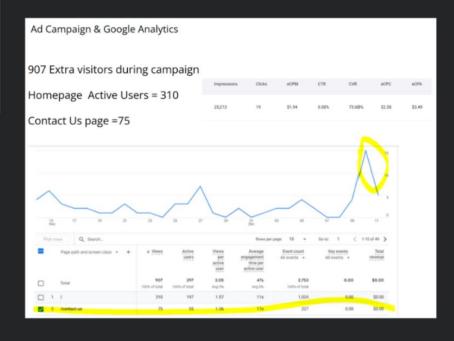




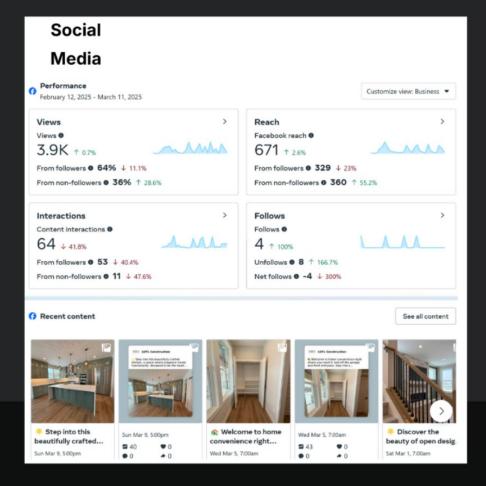


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## Created Strategy, implemented, and monitored an a campaign

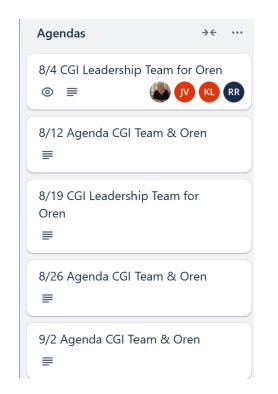


### Utilized social media as one of the sales funnels

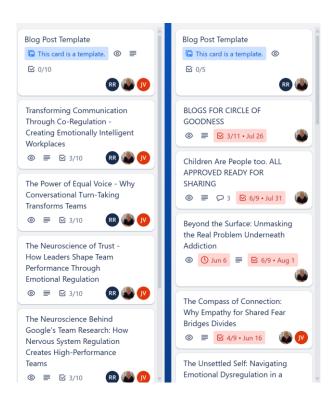


# Developing Strategy, Content, and Keeping the Team Organized and Focused on Forward Movement

Marketing Leadership & Management







Blog Title	Video Creation	Video link series and transcripts	Approved by Oren	Blog Created and Posted	Worksheet Created	Social Media Posts Done	Created and Posted	with Connections	Team Prepped for Event Note	RSVP Count	Attend to People Who RSVP'd
Oren Intro Part 1				Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	A goes here	AUTO EMAIL SENT DATE
					Christine's done date and link						
What is Therapy QSA				Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date			
				Christine's done date and links	Christine's done date and link						
What is Emotional Trauma?			Oren Approved Date	Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date			
					Christine's done date and link						
Today's Chaos: CEO's Role, Effects on Public & Self Help Tips				Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date			AUTO EMAIL SENT DATE
What is happening in the world today (globally) is effecting and triggering our inner self.					Christine's done date and link						
CEO: Being a leader of an organization is like being a father. You need to create a safe space. PART 1				Christine's done date	Christine's done date	Christine's done date	Christine's done date	Christine's done date			AUTO EMAIL SENT DATE
				Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	A goes here	AUTO EMAIL SENT DATE
Neuroplacticity and Inner Peace				Christine's done date	Christine's done date	Christine's done date	Christine's done date	Christine's done date			
How Does Emotional Trauma as a Child Affect Our Wall-Reine In the Here and New?				Christine's done	Christine's	Christine's done	Christine's done	Christine's done	Team Confirmed		

### 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









Curated Promoted &

5432 Worsen Scoress CANON - Promo Book &



WITTER BROTH





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

Mastered the shifty to seach the mooses & **6Y00UF00P** 

30 calls a day went to 60 calls a day.