

5

**WAYS WE CAN
HELP YOU.**



1 TRAINING

Curated one on one and team trainings for business development reps, admissions reps, and leadership teams. Material cultivated from ***experience***, grounded in ***passion***, and geared towards ***PRODUCTION***.



2

ANALYSIS

We can ***audit*** and ***analyze*** your existing marketing machine and identify opportunity zones for ***growth***:

- Web Development & SEO
- Google Ads
- Affiliate Media
- Social Media

We can support, optimize and scale what's ***working well***, and help you replace what's ***not*** with other trusted partners.



3 STRATEGY

Strategic guidance on all key areas of the business:

- Business development roadmaps
- Marketing diversification
- Vendor management
- Branding strategy
- Admissions/Call Center operations
- Alumni and Family Services build out
- Launch plans for new ventures
- Talent Acquisition
- Growth and expansion strategy
- Exit strategy, preparation and transition



4 REPORTING

Implement (or improve existing) foundational ***KPI reporting*** across business development, marketing and admissions. Whether through an existing CRM software, basic spreadsheets, or a combination of both – it's ***imperative*** that leadership teams know what they're ***spending*** money on, the ***return*** they're getting on that spend, and how opportunity is being handled by team members. It's also important that leadership teams understand how to interpret key data, and how to use it to drive better ***performance***.



5 MANAGEMENT

In **BIG** ways or **Small** ways depending on what the business needs and how we can best serve you:

- Can serve as a ***fractional*** Chief Marketing Officer playing a key role in the leadership dynamic and overseeing all areas of the patient acquisition machine for a fraction of the cost.
- Can serve as a ***collaborative layer*** to an existing experienced leadership team.

