

## Full-Service Marketing Firm

### Bodi Marketing

We believe in the strength of integrative marketing solutions and consider your entire sales and marketing strategy when making recommendations and executing project plans. We pride ourselves on taking challenging marketing issues and turning them into opportunities, on pointing brands in the right direction, and on getting our customers noticed both online and off.

### ABOUT US

Our process is simple and straightforward – we develop a clear understanding of your business, your competitors, and your target audience. We partner with you to create complete marketing plans that reduce costs, optimize processes, leverage emerging technologies, and help you convey your message better and faster.

Our clients trust and rely on us to provide the blueprints, strategic guidance, and tactical implementation to ignite their marketing programs and uncover opportunities. They put their marketing challenges, ideas, hopes, and dreams in our hands and count on us to do good work and get it right. And we do.

With our team, you get high quality marketing solutions, senior-level marketing expertise, and personalized attention – all within your budget.

### CONTENT MARKETING

Content is the new currency in the professional services marketplace. Our content marketing solutions will put your words and visuals to work across all your online and offline marketing platforms and assets.

The most effective approach is to provide a wide variety of freely available content types. Regular publication of relevant, entertaining, and educational content will help you build mindshare and engage with your target audience in a meaningful way.

### INBOUND MARKETING

Inbound marketing is about doing business in a human and helpful way: creating valuable experiences and building trust through relevant, entertaining, and informative content.

Employing an Inbound Marketing strategy by leveraging an inbound marketing tool such as HubSpot will help you reach more people online, engaging with them in a meaningful way, and convert them to happy customers who will promote your business.

### ACCOUNT BASED MARKETING

Account Based Marketing (ABM) is a highly-targeted strategy that maximizes your company's relevance among high-value accounts, boosts customer loyalty, and streamlines the sales cycle.

We will co-develop your ABM strategy with your sales team. When marketing and sales sync on account-specific goals and share the mindset of forging stronger relationships with each persona that makes up the buying group at high-value accounts, you'll realize higher revenue in a shorter time frame.

### Marketing Services

VMO – Virtual Marketing Office

F-CMO – Fractional Chief Marketing Officer

LGP – Lead Generation Program

# Bodi Marketing | Services Overview

## Virtual Marketing Office | Retained Deliverables

	EDGE \$7,000/month	ACCELERATE \$10,500/month	SOAR \$14,000/month	Retainer Add-Ons
MARKETING STRATEGY				
Chief Marketing Officer (CMO)				✓
Account Manager	✓	✓	✓	
Brand Strategy		✓	✓	
Content Strategy	✓	✓	✓	
Campaign Strategy	✓	✓	✓	
Investor/VC Strategy				✓
Competitive Analysis				✓
Sales-Marketing Alignment Audit		✓	✓	
Customer Profile and Journey Mapping			✓	
Marketing Action Plan	✓	✓	✓	
Foundational Messaging	✓	✓	✓	
Corporate Messaging Platform			✓	
Sales Playbook			✓	
DIGITAL MARKETING				
Inbound Campaign Management		✓	✓	
Website Review & Analytics	✓	✓	✓	
Website Maintenance	✓	✓	✓	
Search Engine Optimization (SEO)		✓	✓	
Social Media: Up to 2 platforms	✓	✓		
Social Media: Up to 4 platforms			✓	
Social Media: Influencer Outreach		✓	✓	
Paid Search & Paid Social (PPC)		✓	✓	
CONTENT MARKETING				
Content Audit	✓	✓	✓	
Content Editorial Calendar	✓	✓	✓	
Copywriting: Blog, Case Study, Email	✓	✓	✓	
Copywriting: Ebook		✓	✓	
Copywriting: Whitepaper			✓	
Copywriting: Research Report			✓	
Copywriting: RFI/RFP			✓	
Content Distribution: Owned Media	✓	✓	✓	
Content Distribution: Paid Media		✓	✓	
Content Distribution: Earned Media			✓	
GRAPHIC DESIGN				
Sales Enablement Tools	✓	✓	✓	
Identity Package Design			✓	
Press Kit			✓	
Digital and Multimedia Design	✓	✓	✓	
Advertising Campaign Design		✓	✓	
Annual Report & Special Report Design			✓	
Trade Show Booth Design				✓
Event Promotional Materials	✓	✓	✓	
PUBLIC RELATIONS				
Proactive Media Pitching & Placement			✓	
Media List Development			✓	
Thought Leadership Development				✓
Analyst Relations				✓
Media Training				✓

If you don't see what you need in your desired tier, customization and add-ons are always an option.



digital marketing & demand generation

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