



PRE-CONSULTATION MARKETING PROPOSAL

AGILE DIGITAL
MARKETING CONSULTING

PROPOSED BY

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INTRODUCTIONS

Digital marketing strategies are always evolving and going through constant changes. You must invest your efforts into marketing strategies that have long lasting positive benefits with lower risk.

STRATEGIES ARE DYNAMIC & EVOLVE AS TACTICS CHANGE.

Beginning my marketing career in 2013 I became deeply involved in the mechanics of digital marketing. Continuing my career I gained experience working on a multitude of product and service businesses. Working with small local to multi million dollar generating national companies I gained valuable experiences from a variety of challenges.

Additionally I have spent a lot of marketing dedicated time working with local small businesses in the following fields.

- Legal Professionals
- Audiology
- Education
- Assisted Living
- Contractors
- Landscapers
- Furniture Stores
- Dentistry
- Accounting
- Real Estate
- Jewelers
- Electricians
- Technology Services & Products
- Extreme Sport Products

Working within an agency has allotted me experience in marketing a variety of fields and professions.

Below are a few past clients worth mentioning from my time at the agency.

NordicTrack

BOSCH

 **busybusy**



MARKET ANALYSIS PROCESS

We are going to dive into the questions that will help us understand your need and how your market will find you. We are focused on developing a refined situational analysis!

A FEW MARKET QUESTIONS

01

WHAT DOES AN IDEAL CUSTOMER LOOK LIKE? DO YOU HAVE BUYER PERSONAS FOR EACH OF YOUR TARGET CUSTOMER GROUPS?

02

WHAT TYPES OF PROSPECTS ARE NOT A GOOD FIT FOR YOUR COMPANY?

03

WHO ARE YOUR MAIN COMPETITORS (AND WHY SHOULD THEY BE AFRAID OF YOU?)

04

WHAT TACTICS PROVIDED THE HIGHEST ROI FOR YOUR BUSINESS LAST YEAR?

05

WHAT ARE THE TOP REASONS A CUSTOMER LEAD DOESN'T CLOSE?

06

WHAT MAKES BUYING YOUR PRODUCT OR SERVICE NECESSARY? WHAT MAKES A CUSTOMER BUY RIGHT NOW?

07

ARE THERE METRICS IN ADDITION TO SALES NUMBERS THAT WOULD HELP US BETTER EVALUATE WHAT'S WORKING?

08

WHAT DOES YOUR SALES PROCESS LOOK LIKE?



MARKETING SERVICES

- Search Engine Optimization
- Paid Digital Marketing
- Creative Digital Marketing
- General Business Consulting
- Audience Digital Marketing
- Data Collection & Analysis
- Conversion Tracking & Reporting
- Web Development & Security

**MARKETING SERVICE
DETAIL DESCRIPTIONS
CLICK HERE!**

**ON-SITE SEO RANKING
FACTORS EXPLAINED
CLICK HERE!**



MARKET ANALYSIS

Initial analysis of your current market standing may include the following analysis.

- Keyword Ranking Analysis
- On-Site SEO Analysis
- Off-Site SEO Analysis
- SEM (Paid Strategies) Analysis
- Off-Site Competitor Analysis
- Social Media Analysis
- Conversion & Lead Tracking Analysis
- Data Collection Analysis

"PEOPLE DON'T BUY WHAT YOU DO, THEY BUY WHY YOU DO IT." - SIMON SINEK



DIGITAL MARKETING ENGAGEMENT OPTIONS

Marketing is always evolving and going through with constant changes with adaptations in online digital marketing strategies. You must invest your efforts into strategies that have long lasting positive marketing benefits.

"Companies today more than ever must consider every touch point & micro moment they have with their customers."

Marketing Consulting

- This service engagement option is structured to provide you the opportunity for rapid growth and development of your marketing path long term.

Marketing Execution

- This service engagement option is structured to provide you the comfort of hands on execution of marketing strategies and tasks.

What Marketing Service Engagement Option Is Best For You?

Marketing Term Project

- This service engagement option is structured to provide you a confident short term engagement to focus on appropriate needs first.

Marketing Refresh Project

- This service engagement option is structured to provide you a quick refresh and redirection of your strategies.

[Review Engagement Option Details Online](#)



MARKETING TIMELINE

01



ANALYSIS &
CONSULTATION

02



ENGAGEMENT
OPTION SELECTED

03



CONSULTATION
& EXECUTION

04



REPORTING &
REVIEW

YOUR DIGITAL MARKETING STRATEGIES MUST BE DYNAMIC AND EVOLVE OVER TIME.

Throughout the engagement we will be taking a task and action oriented approach that is focused on unique action items.

We will report growth on the metrics that are the most important to the businesses success!

THE NEXT STEPS

01

DO YOUR RESEARCH, ARE YOU
READY TO WORK WITH ME?

02

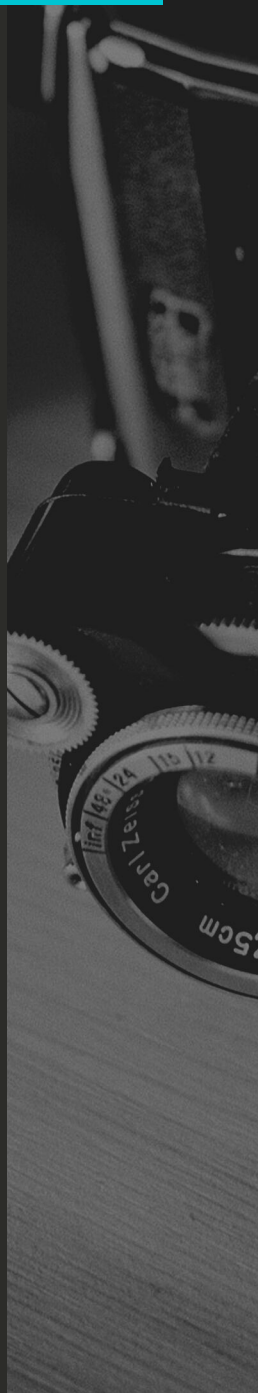
CONSIDER YOUR VIEWS ON
THE MARKET QUESTIONS

03

REACH OUT FOR A FREE
MARKETING CONSULTATION

04

MOVE FORWARD WITH A FOCUS
ON DATA & ACTION ITEMS



SCHEDULE A PHONE CALL.

LET'S TALK ABOUT
YOUR NEEDS AND
GOALS.

SCHEDULE A CALL

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