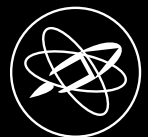


THE MASTER MARKETING XRAY



CLARITY
MARKETING SUPPORT, INC.

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About THE MASTER MARKETING XRAY

The MASTER MARKETING XRAY is designed for clients who are investing in marketing activities but not seeing a return on their investment. The XRAY quickly determines what's working, what's not working and how to fix it.

Mini Case Study

One of our clients was spending significant sums on various marketing activities, both with an internal team, and an external marketing/advertising agency.

This client was frustrated that it couldn't discern whether or not marketing was working. The president's overriding concern was that the money was being wasted and having little to no impact on revenue. However, she was not sure how to approach the problem because marketing was not a core capability of the company.

Not only did she not know the answers to the problem, she didn't know the questions or where to start.

We Don't Have All The Answers, But We Know The Right Questions

We lead and facilitate teams using our framework called The Marketing Action Planning System (MAPS™). This system of organizing information allows us to get a complete picture of your organization and unique circumstances.

Our Unique Solution

Within 30 days, our team combed through every part of the company's marketing efforts, including interviewing the marketing team, agency, sales team, and executive team. We found that fully half of the company's investment in marketing activities was producing a negative ROI.

Furthermore, we found several, major hidden problems that were actively blocking the company from meeting revenue targets, tens of thousands of dollars in waste and a significant mismatch between the client and their marketing agency.

The Results

We delivered detailed, comprehensive, written recommendations that helped the struggling executive team make substantive changes in how they were going to market. This resulted in a clear return on investment while being able to reduce the overall marketing budget. We also located and interviewed multiple marketing agencies and partners and helped the client select a better match.

The results were dramatic. We instantly reduced the budget by 27%. Within 90 days the client's deal flow increased 37%. The company's close rate improved by 13% (from 10% to just under 23%) By the twelfth month, revenue had increased 176% YOY.

In the above client's situation, having our team simply comb through their marketing reduced the bloated budget by tens of thousands while making millions more in top line revenue. With revenues being flat for several years, we were able to change the trajectory of the company significantly.

We see more because we've seen more.

It's not blind luck that we found inefficiencies and mixed messages. We've been helping B2B companies develop and deploy best-practices marketing strategies for decades. By working with hundreds of clients from divergent industries, we are particularly skilled in identifying where things are going wrong. We know exactly what to look for and what questions to ask.

THE MASTER MARKETING XRAY - HOW IT WORKS

Our team of seasoned marketing executives and advisors will confidentially review your current and past marketing programs and work with your team to systematically identify any and all issues holding you back:

- Find and eliminate hidden waste
- Identify sales problems
- Identify hidden obstacles and opportunities
- Gaps in people, process, and information
- Alignment of messaging and target audience
- Competitive weaknesses
- And more.

If you are investing in marketing activities, paying outside agencies or contractors, and/or bearing the cost of supporting an in-house marketing team, you can't afford NOT to do the MASTER MARKETING XRAY.

If your revenues are flat or declining and you don't know why - the XRAY will find the problem and prescribe specific, written solutions. There is no boilerplate in our deliverables - everything is fully custom to your specific, individual company, offerings and objectives.

Don't feel bad. You aren't alone

Gartner says that 89% of CEO's and presidents of large and small enterprises were "not happy" or "very dissatisfied" with their marketing programs. If it were easy to figure out why, there wouldn't be so much wasted money and misery in the marketing world.

The reason we are able to sort things out quickly and economically is because of our unique Phased approach and depth of experience.

We built the XRAY process two decades ago, and have used it successfully to deconstruct and reconstruct marketing programs thousands of times so these investments meet expectations, and directly contribute to the growth of the organization. Every assignment yields significant refinements to the approach, and it can be scaled to fit any size company.

It starts with a phone call.

If you are interested in moving forward, you can schedule a short call [by clicking here](#). We will arrange a 45 minute Zoom call to speak briefly about your situation and whether or not we are a good fit for your company. We'll tell you right away during this first call if we think we can help or not.

Assuming you are interested in moving forward, it's a good idea to read our [FAQ](#)

If we agree we might be a match on this initial call, we'll move to a deeper discussion with all key stakeholders and/or decision makers. We invest 60-90 minutes, at no charge, to understand your expectations, the problem you face, your limitations, the nuances of your situation, and more. At the end of this meeting, together we will determine if THE MASTER MARKETING XRAY will work for you.

If your team agrees that we can help, we will send you acceptance materials. By email, you'll receive a simple agreement (to sign and return). Once we receive this agreement we will issue an invoice. This invoice is due upon receipt and payable in advance.

When we receive payment, we will send a list of materials to gather and upload to a shared DropBox (or your preference) with a copy of the signed agreement.

We are a professional firm and we believe in clear communications and transparency in all matters. Confidentiality is of utmost priority.

We'll set up shared storage space online where you can upload current marketing plans, materials, research, sales decks, business plans, examples of materials, advertising, and anything else that will help us understand and analyze your past and current marketing, without taking up your time in person.

We'll comb through these materials in the weeks preceding our first meetings so we only spend your team's valuable time focused on only the areas that need clarification or expansion after we have a solid understanding of the company's objectives, offerings, target audience, budgeting, tactical approach, and more.

Our Approach

Phase One: Define and Assess

While you are gathering information, we will schedule up to three, ninety minute meetings with your leadership so we can ask clarifying questions about the status quo. We will also clarify your goals for the XRAY. Some of the areas we study include:

- Understand what drives company success.
- Review target audience to ensure alignment with the customer's needs.
- Assess the consistency and impact of your branding and messaging across different channels.
- Review your website, social media profiles, and other marketing efforts to evaluate your digital presence.
- Assess the quality, relevance, and effectiveness of your current marketing strategy and activities.
- Understand how you sell, and how marketing fits into your sales process.
- Evaluate the performance of your lead generation tactics, including email marketing, SEO, and paid advertising.
- Identify bottlenecks, and optimize the sales and conversion funnel to improve the customer journey.
- Review metrics and reporting methods to measure marketing performance effectively.
- Evaluate your marketing technology stack, including automation tools and analytics platforms, to ensure they support your objectives.
- Perform a SWOT analysis to assess strengths, weaknesses, opportunities, and threats.
- Explore new approaches or emerging technologies to stay ahead and innovate in your marketing efforts.

Phase Two: Benchmarking the Business

Next, our team will independently identify secondary research to benchmark performance baselines. We want to be able to compare our clients' percentages and numbers to companies of similar size, capabilities and target markets.

We subscribe to proprietary databases and know where to find this important data. It's important to understand objectively where you stand in terms of:

- Cost of customer acquisition
- Customer lifetime value
- Marketing budgets as percentage of gross profit
- Median close rates
- Conversion rates
- Margins
- Cost per click (if advertising)
- And more.

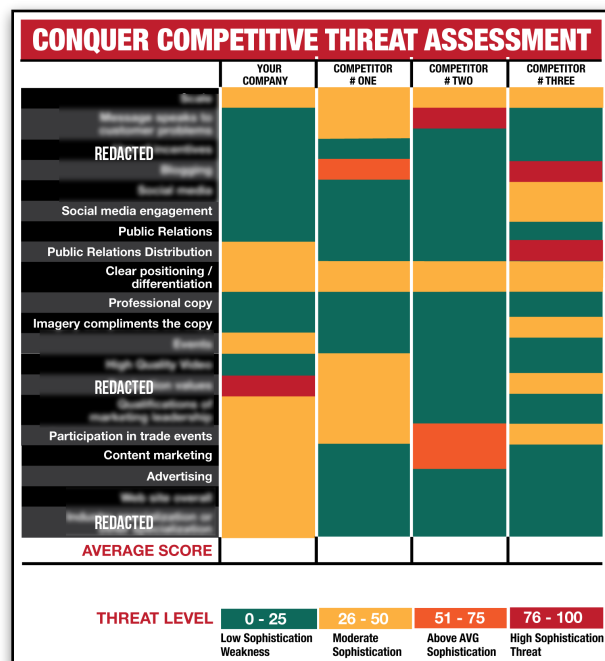
We don't always find all of these benchmarks. Our experience also guides us in knowing what is appropriate for different industries and sizes of clients. Setting benchmarks is critical so you know what's working, and what's not.

Phase Three: Identify Opportunities

Our team will rapidly analyze your competition (of your choice) to identify opportunities in the market and determine how to differentiate your company and/or offering.

We'll pit your company against your top 4 competitors (or market leaders) in a wild-west shoot out on 20 different weighted factors to:

- Score overall sophistication of marketing
- Score specific tactical strengths and weaknesses
- Identify positions and counter positions for differentiation and messaging
- Show weaknesses that can be exploited and areas where you can out-class your competitors



Phase Four: Deliver Comprehensive Improvement Recommendations

Based on our findings we'll work with your team in up to three strategy sessions to prioritize areas for improvement. Together, we'll set specific, measurable, attainable, relevant, and time-bound (SMART) goals.

We will deliver a deck that documents the decisions made and includes:

- Recommendations for specific actions to improve
- Recommended messaging strategy
- Positioning and differentiation recommendations
- Objective insight and ideas based on experience and data
- Specific advice to align marketing with sales and vice versa
- Hidden obstacles and how to overcome them
- Budget allocation recommendations with ROI

Frequently Asked Questions:

When is the best time to start working with you? The earlier the better. Many of our clients feel like they must first solve their problems so they can tell us what they want. As facilitators our value is in rapidly analyzing circumstances and coming to the table with solutions. We listen more than we talk, but when we talk, we suggest you take notes.

Who works directly with our team? You will work directly with the principals of the firm and our senior executive team. We have no junior people or interns. All of our team is US based.

We can't stop marketing to evaluate things. Are you nuts? While the latter is debatable, we do not recommend stopping anything. If you need help with ongoing marketing operations, we can provide support concurrently.

What if we don't need benchmarking or competitive data? Generally, our process is flexible and we can adjust it according to each client's needs and situation. If one part isn't applicable to your situation, we'll spend that time looking deeper into other parts.

Do you do training? Yes, we often train internal teams in marketing operations and theory.

What does your ideal client look like? Our ideal client is open-minded and "coachable". They've worked with consultants or facilitators before, typically have multiple internal and external marketing people, and want to create significantly more momentum in the business. They are investing in marketing, but not sure if it's working for them. You can find more at our [FAQ](#).

Details

Location

Because our team is virtual and located all over the United States, we do our portion from our offices in Texas, Indiana and Wisconsin. If you need in-person facilitation, let us know. We sometimes make accommodations.

Duration

From commencement to completion, expect this process to span 30-45 days depending on client schedule and our workload.

Scheduling

A MASTER MARKETING XRAY can usually be initiated within 1-3 weeks, depending on the time of year.

Deliverables

Hours of seasoned advice that follows a written agenda/process, very carefully and concisely stated recommendations, and later expansions as necessary. This is spread across 3 (or more) virtual meetings and multiple emails and/or phone calls.

Participation Requirements

A principal, or someone with access, gathers materials for roughly two hours. Principals, leaders, sales and marketing teams participate in the phone calls and homework, as appropriate. Approximately 4-6 hours of meetings over 30-45 days.

Investment

\$24,000 flat fee.

About Clarity Marketing Support

Clarity Marketing Support is a specialized advisory firm headquartered in Austin, Texas that helps B2B companies develop and refine customer acquisition.

We See More Because We've Seen More.

Our clients are already successful and face significant transitions and opportunity. These clients are already investing in marketing but are not satisfied with the results of their investment. Many are unclear on what they are receiving for their money. All want to reduce risk, find hidden obstacles to growth, and create significant change in the status quo.

Every assignment receives the benefit of thousands of successful engagements.

We've been helping global brands and smaller growing clients drive opportunities and capture demand for three decades. We hate the hard sell, love America and put our clients' businesses first in everything we do.

Great Marketing Isn't All We Do.

Founders Pete and Heidi have organized and delivered medical aid and educational materials to underserved people around the world and are active in supporting STEM education and in local performing arts.

Monfre is an accomplished musician who has recorded and performed with 11 Grammy winning artists. He is an artist in residence at several iconic venues in Austin, Texas.

The couple was named "Most Interesting Family in America," by Babble magazine and have received Presidential honors from two sitting Presidents for their work in disaster aid and education. They enjoy raising and training German Shepherd Dogs, restoring classic Corvettes and mentoring up-and-coming leaders.

Let's do something great together.

Schedule an initial call to see if THE MASTER MARKETING XRAY might work for you -

<https://calendly.com/pmonfre/45min>