

MARKETING STRATEGY ASSESSMENT

Get focused insights to finally reach the right customers.



Do you ever feel like something is off with your marketing?

Do you feel like your brand is a "best-kept secret?" Maybe your name is out there, but it isn't leading to sales opportunities. Or maybe you stir a lot of people up with your marketing, but they ultimately buy from your competition. A *Marketing Strategy Assessment* is a smart next step. Get insights on the essential three legs of the marketing stool to reach the right people from a team that helps hundreds of Northern Ohio organizations fuel growth.

YOU WILL RECEIVE:

- A 45-minute initial discovery video call with an experienced Spire Marketing Consultant
- A personalized review of your current marketing and website in an assessment by Spire.
- A brief written assessment that shares our findings, tailored to your organization which includes:
 - A clear explanation of Spire's 7-part framework applied to your needs & goals
 - Insights to sharpen your targeting and market positioning
 - Suggested opportunities to reach your customers more effectively
- A presentation video call to review the written assessment
- A plan and cost estimate to move forward with Spire



MEET YOUR CONSULTANT:

Bryan Lefelhoc has helped connect Northern Ohio brands to their target audiences for 30 years. For 20 years, he worked in radio marketing with iHeart Radio; and for the past 10 years at Spire, Bryan has helped hundreds of businesses craft strategies to reach their ideal audiences with digital marketing in targeted, cost-effective ways.

HOW DOES IT WORK?

The *Marketing Strategy Assessment* is \$1,200 and takes 4-7 business days to complete after the initial discovery call. You can apply \$500 of the \$1,200 fee toward related project work with us.

