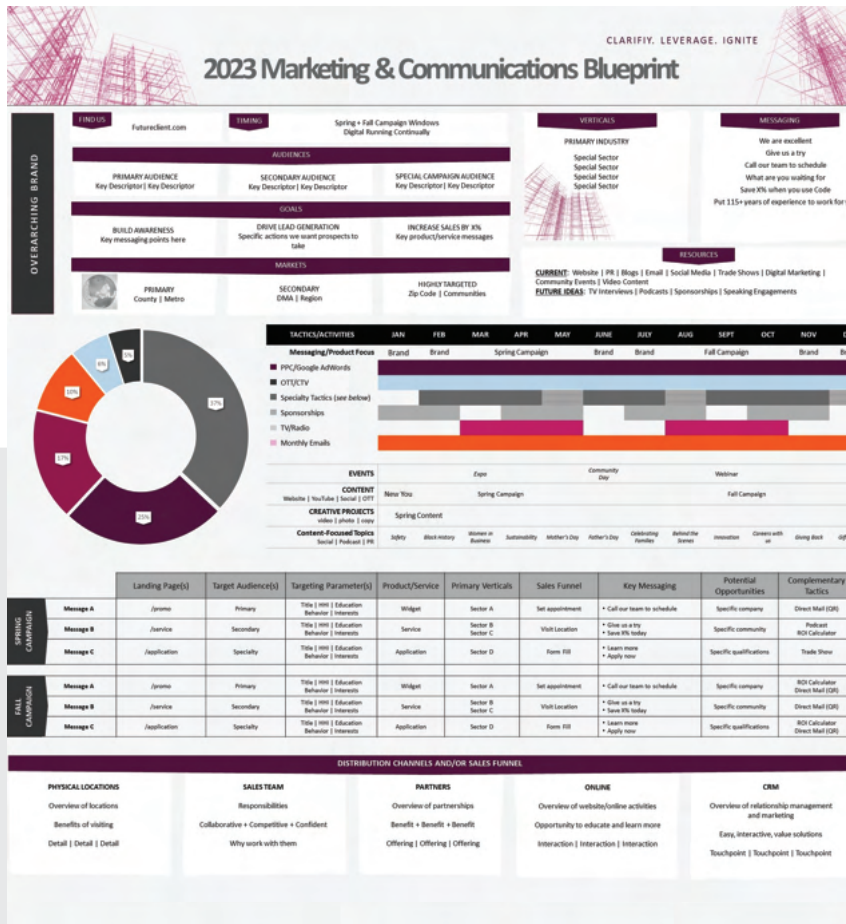


MARCOM BLUEPRINT

Do you have a well-defined, aligned and clear marketing communication(s) strategy?

Our customized discovery sessions will equip you with the research, analysis, tactics, and organization required to go from NOW to NEXT. The Wakeen MARCOM Blueprint creates a foundational framework that has proven to be an essential resource in developing intentional and accountable action plans



what's included?

Research & Analysis ✓

industry - competition - digital report card

Audience Profiles ✓

qualitative & quantitative

Geographical Insights ✓

current & potential opportunities by target segment

Goals & Benchmarks ✓

*what are you measuring?
what should you be measuring?*

Media Tactics & Flight Calendar ✓

*comprehensive recommendation -
budget allocations
flight calendar*

Asset Inventory ✓

*breakdown of current and recommendation of
assets needed to maximize opportunities*

delivered as a 22" x 28" poster & supporting research deck

impact

"The MARCOM Blueprint has offered a tremendous framework for us to breakdown key components of our individual products, channels, and audiences and tie them into overarching brand objectives within a visual single-page matrix."

Sr. Marketing Manager
Muncy, PA

investment

Budget:
Starting at \$5,000 for a completed Blueprint

Your Time:
*(2) 90 minute sessions
(2) 30 minute touch-base calls
90 minutes to present completed Blueprint*



continue the conversation >>