



Your Marketing *RoadMap*



Introduction

Firm believers in strategy before implementation, we begin all client engagements with a consulting project, the Marketing RoadMap™ that gives us a well-rounded picture of your situation before we formulate our recommendations.

From there, we offer full implementation services to set your plan in motion, or alternatively, ongoing consulting and coaching to help you build and develop your internal marketing function, while guiding you through implementation.



The RoadMap

The Marketing RoadMap™ starts with some prework on your part to provide us with necessary inputs, and is followed by a collaborative half-day workshop with your team.

We conclude by delivering our written recommendations (in the form of a concise, but *specific* action plan) for how to get your business from point A to point B over the next 6-12 months.



Price: CA\$ 10,000

Consider this first \$10K of your marketing investment the cost of *not* going into a tactical marketing implementation blind.

Instead, you'll charge forward with a sound strategy, action plan and most importantly, confidence that **your marketing investment will generate the business outcomes you're seeking.**

Process, Timeline

Prework: complete a Discovery Survey that provides us with essential background about your business.

Discovery: a half-day Strategy Workshop with your leadership and sales team.

Day 2-14: Research and RoadMap creation, with a 90 min meeting to review your document.

Output

At the end of this process, **you'll walk away with a documented strategy and action plan.**

Whether you commission us to implement the plan, shop it to other agencies, execute it yourself (or some combination of these) is your choice. Regardless, you'll now be ready to move forward with confidence.

FAQs

Why the cost?

Though the cost of CA\$ 10,000 is not *insignificant*, we can assure you this engagement is a **small price to pay to avoid diving into a tactical implementation without a sound strategy and action plan**. Lost time and money playing the marketing guessing game will quickly outweigh this investment.

Who should be involved?

Your Road Map is unlikely to gain traction without the buy-in and direct involvement of your leadership team. Our most successful clients have committed the time of their **CEO/President, VP of Sales, Marketing Director and ideally a few other key sales professionals** to this Road Map engagement.

How much would the implementation cost?

There are a few ways we can help you implement your Marketing RoadMap™'s action plan – from pure consulting or coaching to joint implementation to full implementation.

If our team handles a full-scale implementation on your behalf, Phase One costs will likely fall in the range of \$80K to \$100K over the course of the first 6-12 months (excluding paid media and software). Should BlackBean purely consult (while you do the heavy lifting), total costs may be closer to \$60-80K. The more your team handles internally, the lower your hard costs will be.



Get in touch

hello@blackbeanmarketing.com

(236) 837-2088

