

MARKETING FOR CEOS 9BOXES™ - STRATEGIC MARKETING AND GROWTH COACHING FOR SMB LEADERS

This coaching program has been designed for SMB leaders who have previously completed the mfCEOs Strategic Marketing Assessment (SMA) and are now seeking additional coaching support to enable them to activate the recommendations of the SMA and complete the development of their Marketing Strategy.

The objective is to fast-track, via expert support, their strategic marketing capability development to accelerate business growth.

Program Outline

Coaching will focus on the report's capability gap analysis and mobilise the leadership team to build a project plan and program of activity to support the business to implement the SMA's recommendations.

Areas of Focus

This two-month program is a unique opportunity to grow the SMEs strategic marketing capability through a series of coaching sessions specifically tailored around the findings and recommendations of their Strategic Marketing Assessment.

In session one the team will review and document their **positioning strategy** including identifying their key stakeholders, end customers and channel options.

Session two typically focuses on them turning their positioning strategy into a brief to get their **communications** right. They will be tasked to scope out a sales play book(s) and a suite of materials that better enable their sales efforts.

The **channels to market** review – the team will look at what they need to:

- Broaden available opportunities for representation, and
- Help the team to develop KPIs to determine if they are the right channels.

This session also explores funding options to support their planned growth via existing and potential channel partners, and as well as other avenues.

Another session will assist the team to understand their **buyer's journey**. This work will enable them to understand

- The communications required, and
- Any buying hurdles they need to overcome.

In later sessions their Marketing Strategist will assist the team to plan the scope, budget and identification of resources the business for tactical options associated with the above activities.

At the end of each session “homework” activity will be assigned, this will be reviewed at the next session. Across the program other activities may be prioritised for review.

What they will achieve:

- They will have connected the business’ marketing investment to real outcomes
- Have a clear understanding of their position in their operating market
- Where and how the business sources its revenue and understand how their customers buy from them
- How to get marketing and sales to work together, and
- They will identify the level of marketing required to deliver their business plan.

Key Takeaway

Version 1 of their Strategic Marketing Growth Plan