



MindSpin[®]
studio inc.

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Mind-spinning Strategy

Your mind-blowing marketing plan starts here.

We love it when a plan comes together. If your goal is to provide your customers the best product, you've got to find a way to tell them about it. You could just wait for your business to attract clients, but that will leave your target audience cold.

Our proven strategies will definitely generate some marketing heat.

The elements of our marketing strategy provide a framework that enables us to maximize your ROI and attract qualified leads.



Element 1 Creative Strategy

We learn about your business from top to bottom:

Marketing hurdles and sales goals

Core values and vision

Current and previous marketing initiatives

Target audience and competitors

And everything in between

Key takeaways

You'll receive a complete summary of our discussion, including recommendations on overcoming your marketing barriers.



Element 2

Customer Perspective

Getting customer attention is one thing; keeping it is a whole other ball game. Together, we dive into who your customers are and what they want. We work to understand what makes them tick and how to keep them coming back for more.

Gaining this understanding is not guesswork. It takes investigation, adaptability and a long-term approach to succeed.



We find out what
pains your customers most

We clarify how your company
solves their pain

We craft targeted messaging
that will hit home for your audience



Key takeaways

We'll maintain a holistic view of your customers' motivations, decisions and needs through the life of your marketing program.



Element 3

Brand Auditing & Development

Once we better understand who your clients are, we audit your existing marketing materials, then identify opportunities to tighten messaging, improve visibility and create lead-conversion opportunities.

Your website is a valuable asset. As a 24/7 spokesperson for your brand, it's often the most influential place prospects will go to start their decision-making process. But your website must do more than just look good. It should:

Provide an intuitive, rewarding experience for users

Guide prospects through qualifying sales funnels

Support lead conversion tracking and reporting

Collect lead data for the sales team

Support the sales team with automated marketing emails

Rank well in search engines



Key takeaways

We offer recommendations and actionable solutions to help you convert more quality leads. Websites we build and manage become the marketing program's foundation and a source of conversion tracking. Then we build on this with ad campaigns, videos, event signage and effective sales literature to drive business growth further.

Element 4

Plan Assessment

Our marketing programming is effective because we don't just create a plan and stop thinking. We are committed to ongoing learning, testing and optimizing.

After creating your marketing plan, we'll implement it and monitor results using measurable data, supporting a long-term strategy roll-out and its evolution.



Which campaigns are effective?

Which content is most engaging?

Are we reaching the right people?

Are the leads quality prospects?



Key takeaways

We are your long-term partner, here to implement best practices to boost your ROI. We'll measure the results and adjust the strategy to stay on target.

Contact us to find out how to get our marketing strategy working for you.

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*creative
thinking
that
inspires*

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