SparkCMO





CAPABILITIES AND EXPERTISE

Marketing Strategy Consulting and Advising

Whether you need an A to Z marketing strategy or you have a one-off need or event that requires expertise, set yourself up for success with an informed, strategic plan, guided by 20+ years of experience. Reach out for expert support with:

- Marketing leadership (<u>View Strategy</u>, <u>CMO-as-a-Service</u>, and <u>Consulting</u> <u>packages</u>)
- Creative direction and alignment
- Overall marketing strategy
- Marketing strategy workshops
- Visitor/customer engagement
- Sales or development support
- Marketing engine development
- Thought leadership

- Lead generation and pipeline strategy
- Public relations strategy
- Community engagement and collaboration
- Community workshops
- Local and small business engagement
- General consulting (Not sure what you need? Let's discuss your goals and create a roadmap.)

Brand Development Package

Give your community or company an identity that helps potential customers, visitors, partners, and/or investors understand your unique offerings, while creating an emotional connection. If the value in your offering isn't obvious *outside* your community or company, this package will help give you the advantage of a winning identity.

- North Star Discovery Process
- North Star Guide
- Logo Concepts and Development
- Brand Values

- Brand Voice & Visuals
- Brand Promise
- Ideal Customer Avatar (ICA)

Event Marketing Strategy and Planning

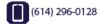
Whether you hope to develop and market a special event that will highlight the best of your community or organization – or you need to thoughtfully represent your org or community at an out-of-market event in a way that creates excitement and emotional connection, we offer fresh ideas, experience, and pro-level execution assistance in planning and marketing:

- Events
- Meetings
- Press tours
- Arts, music, tech, and/or fashion festivals and shows
- Local business or experience "trails"

- Experiential marketing
- Pop-up activations
- Out-of-market activations (tradeshows, festivals, commercial or community events, etc.)











Digital Presence

Whether you're starting from scratch, need an overhaul, or just need recommendations on how to make your online presence work harder, we can help you tell a compelling story that inspires action through digital media.

Website Development (including Membership or Campaign Sites)

- Plan, outline, wireframe
- Write and design
- SEO, organic and paid search strategy
- Option 1: Stand up your site on a user-friendly platform such as Wix or WordPress then determine your needs for ongoing management, from low- to high-touch:
 - Fully hand off to your team to manage
 - Maintain general management, but train your team to handle specific functions (e.g., making text updates, managing payments or reservations, creating blogs)
 - o Full-service management
- Option 2: Manage more complex site development through an expert programming team

Social Media, Content, and Paid Media Strategies and Reporting

- Develop social strategy and content pillars
- Develop content calendar
- Create content
- Provide direction for on-site content development
- Set up social accounts, manage inquiries, and other admin tasks
- Paid strategy including content development, placement, management, and reporting

Tech Stack Assistance

- Provide recommendations for digital needs such as email management and lead funnels
- Provide assistance in setting up basic or DIY-friendly options, or provide recommendations and/or management of service providers for more complex needs

Collateral Development

Accomplish goals such as telling your story, staying in touch, enhancing your brand, attracting clients, visitors, and investors – or other. If it requires a visual method of imparting information for digital or print media, we have you covered.

General

- Brochures
- Publications
- Sell sheets, rack cards, flyers, menus
- Presentations
- Package design
- Direct mail pieces
- Data visualizations and infographics
- Graphic novels that highlight your destination, capabilities, services, or brand story
- (You name it)

Start-Up Package, including:

- Business card
- One sheet
- Info PDF (one sheet, services listing, testimonials)
- Lead magnet (such as a planning guide, "trail" booklet, or discount book)



