



Partnership Program



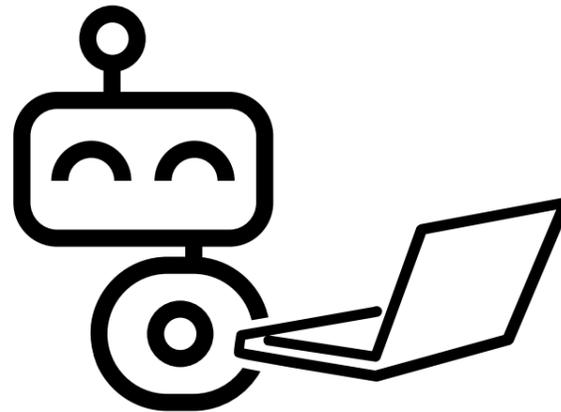
Robotic Marketer is the perfect marketing partner.

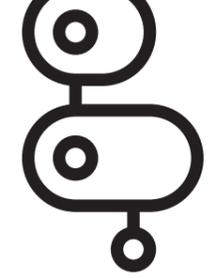
Smarter, more intuitive, research-based and seriously knowledgeable, Robotic Marketer deep dives into your company, target audience and marketing resources, to produce a marketing strategy and plan that will accelerate your business growth.

How it works for your business

Step 1

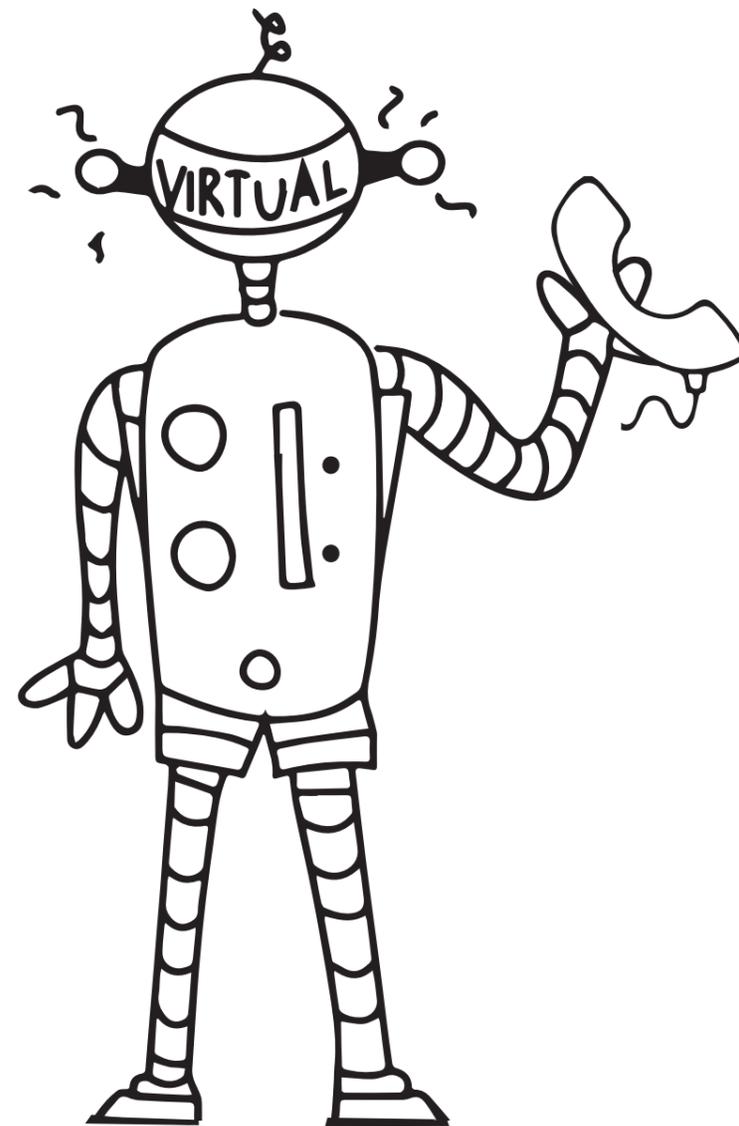
To take advantage of the 'Robotic Marketer Marketing Strategy and Workshop' campaign, register via the Oracle Digital Marketing Center at my.zift123.com





Step 2

Once you have placed your order, a Robotic Marketer marketing manager will contact your company to provide you with an overview of the process and schedule a date for a workshop.

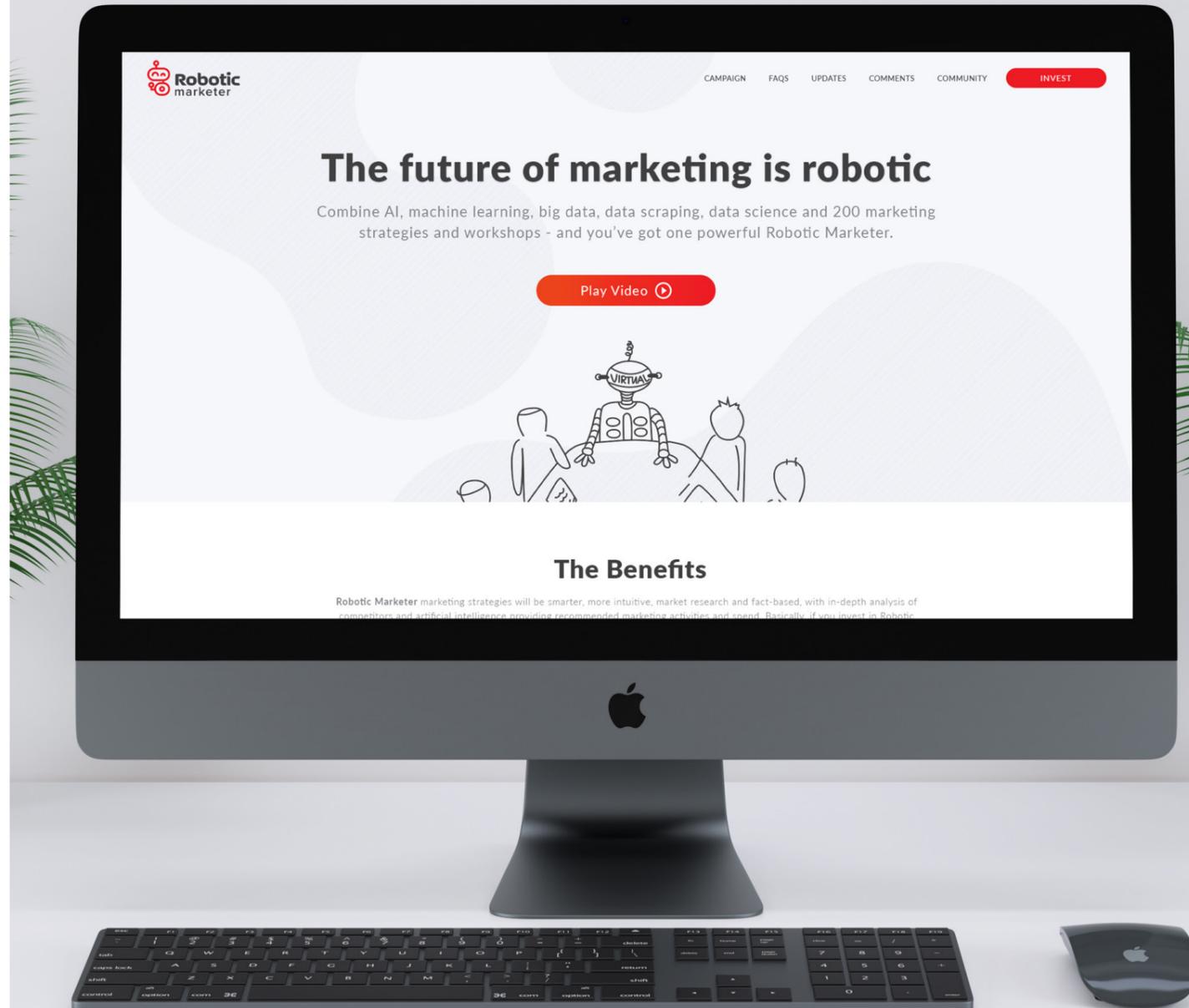
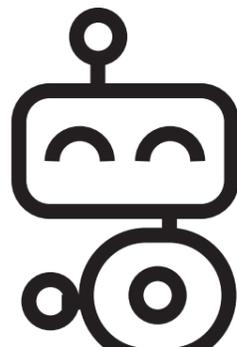


Step 3

Preparation materials will be forwarded to you for the marketing workshop. These items are important for the effectiveness and efficiency of the workshop process.

Step 4

The marketing manager will start the process by filling in information about your company and the solutions you sell pre-workshop.



Step 5

Marketing workshop + marketing strategy.

The powerful 2-hour marketing workshop will cover:

Administrative Information and Company Profile

This section highlights the company's background and purpose, identifying the key founding members or leaders in the business and services/ solutions being offered.

Mission and Vision

A concise and specific summary of the business purpose and how it will provide value to customers.

Sales and Marketing Objectives Overview

The key sales and marketing objectives underpin the marketing strategy and support the company's overarching business plan. The sales objectives are revenue focused, while marketing objectives are KPI based.

Sales Objectives

Example - X amount of leads per month

Example - X amount of conversions per month

Marketing Objectives

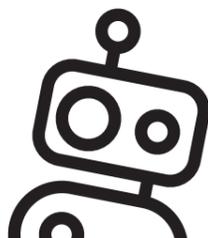
Example - SEO, mobile friend website redesign

Example - Improved engagement rate on Social Media

Example - More traffic to the website

SWOT Analysis

A strategic planning technique used to help identify strengths, weaknesses, opportunities, and threats related to a business. This analysis of a company's internal and external environment enables key stakeholders to ascertain major gaps to address and unique values to communicate.



Step 5

Marketing workshop + marketing strategy.

The powerful 2-hour marketing workshop will cover:

Ideal Customer Profile

The ideal customer profile identifies and segments target prospects. It outlines the demographic factors for each target audience, such as geography, industry criteria, titles and more. Additionally, this section of the Robotic Marketer platform analyzes customer needs and their unique purchase triggers.

- Selection criteria
- Geographic targeting
- Industry focus
- Decision-maker positions
- Customer needs profile
- Purchase triggers

Unique Value Proposition

The UVP clarifies your company's unique value in comparison to the current market, establishing core reasons for the target market to engage with your brand.

Competitor Analysis

A complete competitor landscape is deciphered as part of this process. This section draws valuable data on the competition's key strengths, taglines, SEO, and position for strategic comparison. This area is an invaluable research tool.

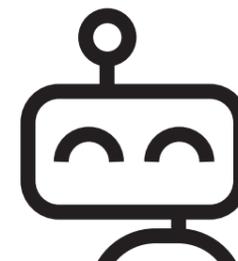
Positioning and Communications

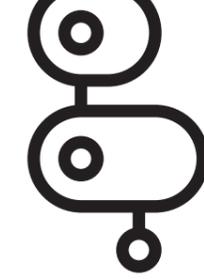
The brand positioning and communications section collaborates key messaging and brand elements. A vital aspect of the strategy this area covers is setting the tone and key messaging for the brand.

- Brand personality
- Traits/attributes
- Brand promise

Website

The website is an essential touch point for communications with past clients, current clients and potential leads. Improving the effectiveness of communications and user experience will reinforce and provide justification of your brand's value. The website ensures that your product/service offerings and their benefits are clearly communicated and that the user journey is seamless. This will encourage engagement with your target audience. Capturing leads on the website is imperative to driving sales as well as content that is SEO - optimized.





Step 5

Marketing workshop + marketing strategy.

The powerful 2-hour marketing workshop will cover:

Search Engine Optimization (SEO)

A full audit of current SEO rankings for industry-specific keywords will be conducted on your website to ascertain SEO performance levels and make recommendations for improvement

- SEO audit
- Keyword research
- Alexa ranking

Testimonials/Case Studies

Testimonials/case studies are perceived as a highly persuasive marketing tactic. By using and updating testimonials/case studies regularly on the website, reviews and comments from satisfied customers will help endorse the key benefits of your company's products and services. Positive testimonials provided by clients will increase the authenticity and trustworthiness of your brand promise.

- Review site analysis
- Testimonial collection
- Case study breakdown

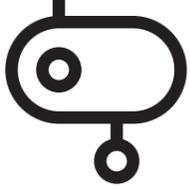
Social Media

A complete evaluation of social media channels and potentially new platforms will form part of your strategy. The social media section will outline all engagement and activity on social media to gauge effectiveness of the current content and frequency.

- Social media SEO scores
- Channel usage
- Analytics report - engagement rate, clicks, mentions, traffic sources by medium, Etc.
- Competitive landscape

Direct Marketing

Direct marketing campaigns are a great way in which to generate leads for your business. Following up on these leads through telemarketing and other direct marketing activities will increase the efficiency of your sales cycle.



Step 5

Marketing workshop + marketing strategy.

The powerful 2-hour marketing workshop will cover:

Electronic Direct Mail (EDM)

Electronic Direct Mail (EDM) campaigns will be used to communicate information to the target market. These will include information regarding services and solutions, links to blogs, case studies, and relevant educational information about your company.

- CRM/platform evaluation
- Email usage/frequency
- Database segmentation
- KPI averages - open rates, CTRs, bounce rates, etc.

Blogs

Blogging is a powerful way to connect with industry decision makers, discuss business development, and share relevant industry topics. Blogs will be promoted heavily through social media to build a loyal follower base and encourage engagement with company articles. One of the single largest benefits of blogs is improved SEO rankings. Every blog over 300 words is classified by Google and search engines as a new page, which equates to a higher SEO ranking and more website traffic.

- Blog topic list (based on industry keywords)

Advertising

A complete breakdown of recommended advertising channels and associated budgets. This section will focus on high ROI advertising mediums based on the 'Ideal Customer Profile' and industry.

- Advertising proposal - budget & placement strategy
- Forecast for digital ads - clicks, conversions, impressions etc.

Public Relations

A brand awareness strategy complete with local and national reach. This section addresses industry-specific media outlets, key industry influencers, PR automation services and topic trends.

- Media list - print/digital
- Recommended press release distribution services
- Content strategy - frequency and topic trends



Step 6

Robotic Marketer will generate a 30-40 page comprehensive marketing strategy complete with a marketing calendar and implementation plan.

Step 7

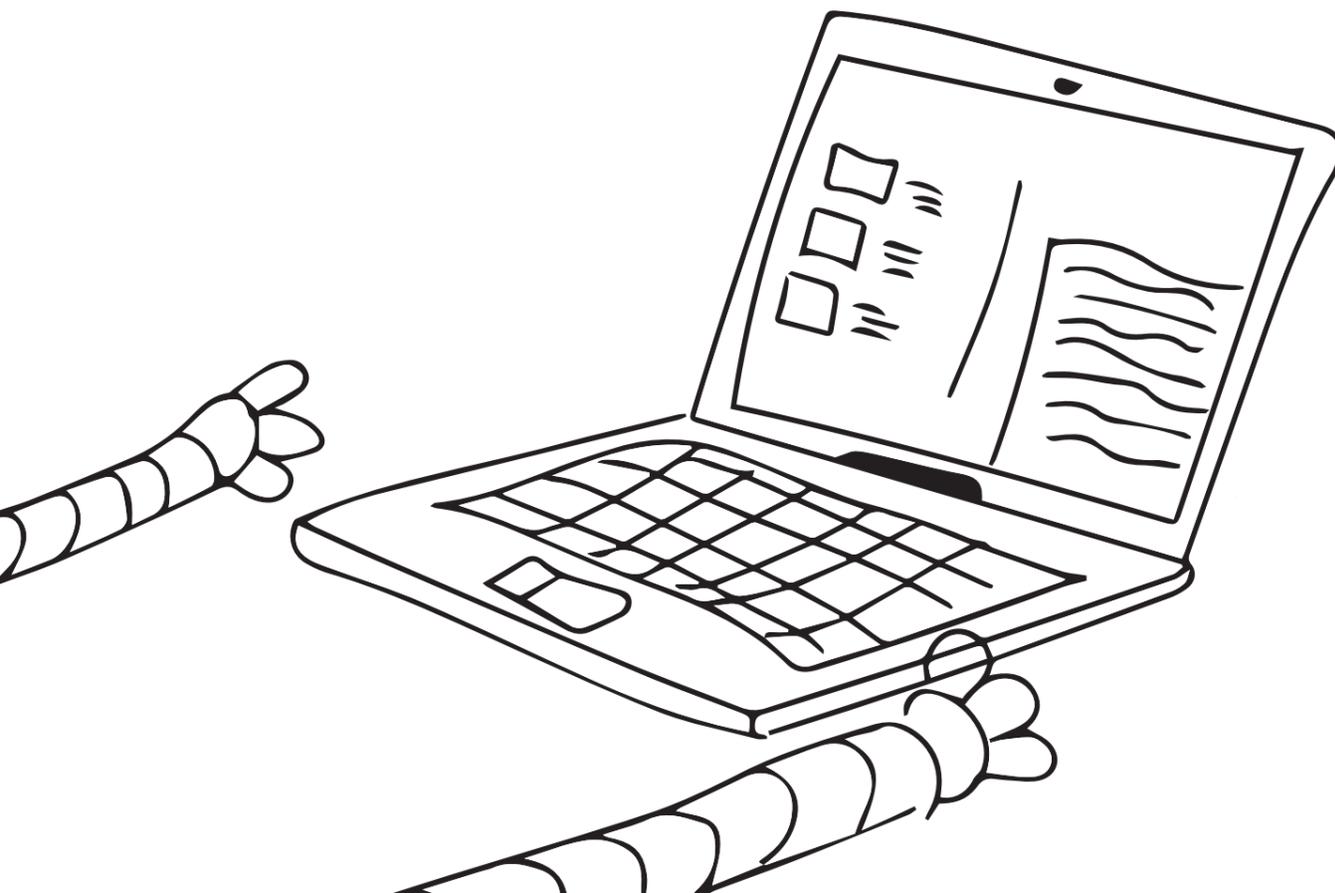
2 weeks after the marketing workshop Robotic Marketer will deliver a marketing strategy and marketing calendar for your business. This will include a 1 - hour consultation with Robotic Marketer marketing manager that will cover the marketing strategy, priorities of key deliverables and will walk you through the next 12 months of marketing activations for your business.

Step 8

Quarterly coaching and consulting conference calls will ensure that your business stays on track.

Step 9

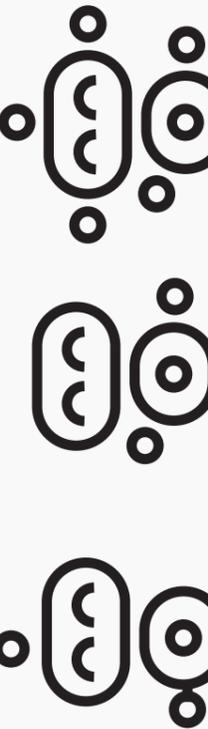
Your company can call or email at any time requesting assistance with implementation.



Ongoing

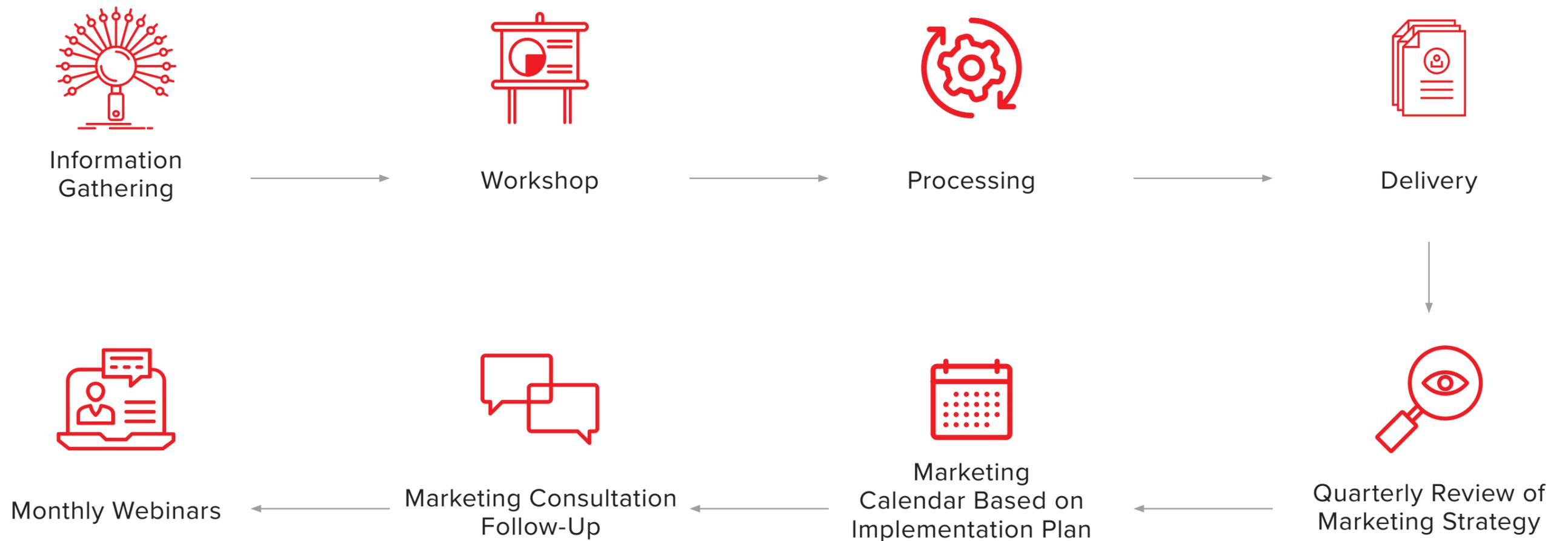
Monthly training and educational webinars for tactical execution.

Jan	Feb	Mar	Apr
Marketing strategy alignment	Executing a marketing plan	How to set up a highly efficient Inside Sales Operation	How to use LinkedIn to generate sales leads and build brand awareness
May	Jun	Jul	Aug
Email marketing	Events	How to optimize your website	Content marketing and social media marketing
Sep	Oct	Nov	Dec
Podcasting and videos	Customer relationship management	Integrated marketing campaigns	How to read analytics and adapt



In a Nutshell

Easy to implement, tailored to your company's bandwidth. Benefit from support throughout the entire marketing calendar year and extensive education to assist with implementation.



Packages

Marketing Workshop & Strategy

\$1,950

Marketing Support

Get A Quote

Phone: +1 206-369-1950

Email: info@roboticmarketer.com

Web: www.roboticmarketer.com

