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:

<table>
<thead>
<tr>
<th>Administrative Information and Company Profile</th>
<th>Mission and Vision</th>
<th>Sales and Marketing Objectives Overview</th>
<th>SWOT Analysis</th>
</tr>
</thead>
</table>
| This section highlights the company’s background and purpose, identifying the key founding members or leaders in the business and services/solutions being offered. | A concise and specific summary of the business purpose and how it will provide value to customers. | 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 friendly website redesign  
Example - Improved engagement rate on Social Media  
Example - More traffic to the website | 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.

**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

**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.

**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:

<table>
<thead>
<tr>
<th>Search Engine Optimization (SEO)</th>
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<tbody>
<tr>
<td>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</td>
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<tr>
<td>- SEO audit</td>
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<tr>
<td>- Keyword research</td>
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<td>- Alexa ranking</td>
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<tr>
<th>Testimonials/Case Studies</th>
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<tbody>
<tr>
<td>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.</td>
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<tr>
<td>- Review site analysis</td>
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<tr>
<td>- Testimonial collection</td>
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<tr>
<td>- Case study breakdown</td>
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<th>Social Media</th>
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<tbody>
<tr>
<td>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.</td>
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<tr>
<td>- Social media SEO scores</td>
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<tr>
<td>- Channel usage</td>
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<tr>
<td>- Analytics report - engagement rate, clicks, mentions, traffic sources by medium, Etc.</td>
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<tr>
<td>- Competitive landscape</td>
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<th>Direct Marketing</th>
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<tr>
<td>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.</td>
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</tbody>
</table>
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.

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)

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.

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 5**

Marketing workshop + marketing strategy.

The powerful 2-hour marketing workshop will cover:
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.

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

- Information Gathering
- Workshop
- Processing
- Delivery
- Monthly Webinars
- Marketing Consultation Follow-Up
- Marketing Calendar Based on Implementation Plan
- Quarterly Review of Marketing Strategy
# Packages

<table>
<thead>
<tr>
<th>Marketing Workshop &amp; Strategy</th>
<th>Marketing Support</th>
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<tbody>
<tr>
<td>$1,950</td>
<td>Get A Quote</td>
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</tbody>
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