

# Brand Awareness Strategic Plan



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Prepared for:

# ReThink Marketing & Design

As the founder of ReThink Marketing & Design, Nicole Brooks brings over 20 years of marketing and brand strategy experience. Her creative prowess, coupled with a nuanced approach to data analysis, results in creative and masterful marketing campaigns that build connections and engage audiences.

*"Nicole has a mind for strategy and an eye for creativity. She is the only marketer I have ever worked with that can strategize and execute with equal brilliance."*

- Jan Burton, CEO Rhino Cubed

# Project Overview

Julie brings a personal approach to the M&A process. Her dynamic leadership and granular analytic skills coupled with savvy business acumen makes her a sought after thought leader in the industry.

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## Position Company X as a **Unique Solution**

The goal of this marketing plan is to increase brand awareness of Company X and its leader, Julie. An integrated approach will be used to highlight Julie's expertise, strong client testimonials, and the company's unique Methodology.

## Elevate Julie as a **Thought Leader** in the Industry

Julie's expertise and thought leadership will build trust, credibility, and ultimately fuel publicity. A strong online, searchable presence will open networking possibilities. Tailoring white papers to specific industry interests will establish Julie as an expert in chosen fields.

## Cultivate Relationships: **Connect and Engage**

The third pillar of our strategy will be to increase connections within the industry. Identifying key contacts by networking with venture capital and private equity firms in addition to legal and accounting partners, will cultivate relationships. Joining prominent associations and organizations, attending conferences, and securing speaking engagements, will give Julie opportunities to raise the profile of her boutique firm.



# Build Brand Awareness : Website, Email, Print Materials

To increase brand awareness, a multi-faceted approach will be used, integrating website, email, print collateral, and press. It is imperative to create a cohesive look, feel, and voice across channels. A strong identity needs to be created and conveyed via the website. By adding SEO to the website, Company X will increase in page rank and appear in relevant industry searches.



● **Design "Pitch Book" for prospects**



● **Custom email newsletter to engage prospects**



● **Website Search Engine Optimization (SEO) and call to action improvements**



● **Streamline website content, create industry-specific pages that integrate testimonials, add a press page, and highlight differentiators**



● **Publish press releases linked to notable achievements**



● **Quarterly publication distribution to targeted audience**

- Mini magazine tailored to industry target, will include testimonials, stories on topics of interest, global trends

# Establish Thought Leadership: Content Strategy

Target CEOs, CFOs, and other stakeholders with pertinent thoughts, trends, advice, and expertise on topics within specific industries that are of global interest. Positioning Julie as a subject matter expert will elevate her presence in the industry and position her as a go-to consultant.



● **Publish regular white papers on topics of interest relevant to target market**



● **Submit articles to prominent industry publications**

- Harvard Business Review
- C Suite Quarterly, Chief Executive - online
- Private Company Director Magazine
- Other industry/regional specific publications



● **Submit Op-eds to broaden marketability.**

**International business topics, cultural commentator**

Example: Post-COVID tourism at Sharm el Sheikh



● **Ted Talk: Pitch topic related to experience with M&A but make it broadly applicable to all business**

**leaders.** Example: "Transform Your Business From Within to Drive a

Culture of Excellence"



● **Social Proof Marketing: sharing the good news of deals, achievements, and progress. Follow and retweet selected CEOs and key stakeholders.**



● **Regular thought leadership sharing via LinkedIn**

# Cultivate Connections: Build Network

Working in tandem with our content strategy, we will build Julie's network within the industry. Most influential M&A consultants are active in many organizations; a mapping will be conducted to identify which organizations best suit Julie and expand her network. Cultivating regional and industry specific contacts will be imperative for business building.



## **Join industry groups, engage & pursue nominations**

- M&A Advisors
- International Women's Forum
- Association for Corporate Growth (ACG)
- The Middle Market - publishes Annual list of Most Influential Women in M&A
- Regional VC Associations
- Private Equity Relationships
- Identify law, accounting, staffing firms that would be interested in a partnership

## **Conferences: attend & speaker options**

- Wall Street Journal's Future of Everything
- Identify pertinent M&A and venture capital conferences
- Create "Cocktail" connections: invite key individuals



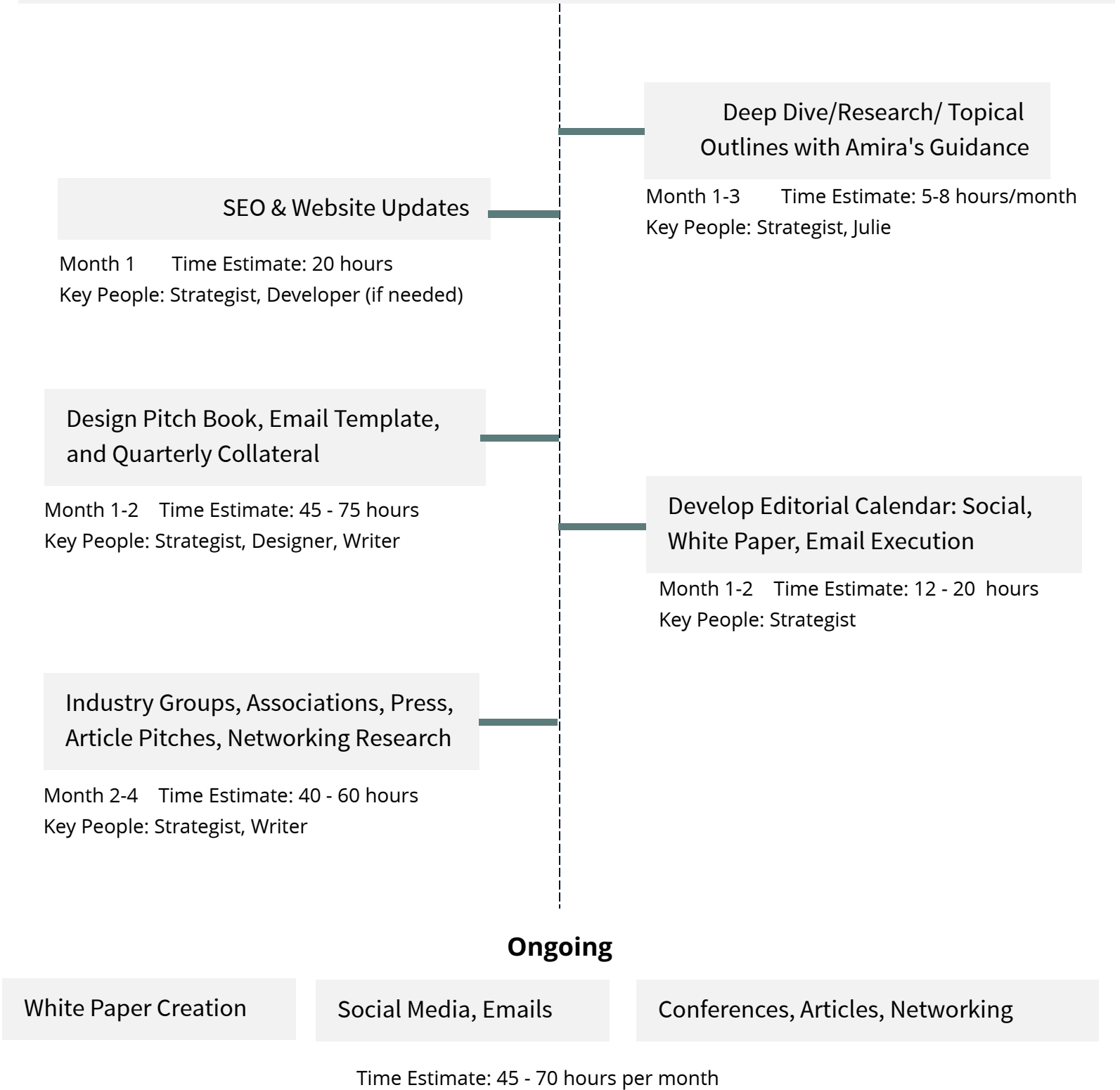
## **Harvard alumni membership, explore connections, guest speaker**



## **Investigate usefulness of database subscription to follow M&A developments & identify leads**

# Deliverables

The key deliverables for the "relaunch" will be executed over a three-month period. Monthly sessions with Julie will help set the tone for topics and drive networking research efforts. Print materials and website improvements will be completed during the first two months, which will establish a cohesive voice, look, and feel for Company X.



# Budget

Hourly rates for team members are listed below. If you are interested in costs on a project basis, we can discuss.

Nicole Brooks, Strategist	\$125/hr
Designer	\$85/hr
Technical Writer	\$75/hr
Web Developer	\$95/hr

## Next Steps

I look forward to discussing this plan with you. There are many options for customizing this plan to meet your needs. Deliverables can easily be expanded or reduced based on budget and timing. Your expertise and international experience give us many avenues to explore in marketing Company X. I am excited to begin this journey with you!

